

E&P

April 21, 1973

Thirty-five cents

Editor & Publisher

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PUBLISHERS'

WEEK

NPA focuses

attention on

Amendment

Supplemental

news-service

launched

17 dailies in

public' groups

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APR 30 1973

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We think
our photographs are
above the crowd.
So do the judges
who voted us
Newspaper of the Year
for Photography.

That's quite a height to reach: Being selected "Newspaper of the Year" in the 30th annual "Pictures of the Year" competition.

The National Press Photographers Association and the University of Missouri School of Journalism jointly sponsored the event.

Judging focused on photographic use and quality.

As it developed, our photography was judged the nation's best.

To express our appreciation—a single word, for once, is worth a thousand pictures:

Thanks.

Chicago Tribune

A step ahead of the times.

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SECOND CLASS P.O. ENTRY

It's Tough To Do Without Us

Mr. John C. Moon
Business & Sales Mgr.
Copley News Service
P.O. Box 190
San Diego, Calif. 92112

Dear Mr. Moon:

Forget the cancellation notice we sent you and continue our mail service on the same basis as before.

We have done some other juggling of features and have found the funds to continue with the Copley service.

Please confirm.

Respectfully,

We've withheld the name of the newspaper and the editor who wrote this letter. But it's an example of how some editors think they can do without Copley News Service and find they can't. For instance, one editor canceled and in less than a week called CNS to say, "For goodness sakes, put me back on your list. My sports editor is raising hell with me." You probably can't live without us either. CNS is the true supplementary news service, with over 1,300 newspaper users to prove it. Write, wire or call collect. P.O. Box 190 / San Diego, California 92112 / Cable: COPNEWS San Diego / Phone 714-234-0191 / Telex 695041.



Murray Judson wins top prize for his gull ability.

Sea gulls symbolize the free spirit of
Corpus Christi, Texas.

Murray Judson, photographer for the "Corpus Christi
Caller-Times," sensed this.

On a series of beach outings, Murray created a
photo journalism essay on sea gulls. Our readers loved it.
So did the Associated Press judges. In the recent Texas APME competition
among 85 newspapers, Murray and the "Caller-Times" won the top photo
sweepstakes award. Other "Caller-Times" journalists were cited in
APME competition for makeup, editorials and feature writing.

We have been filling the informational needs of
South Texas readers since 1883.

It's people like Murray Judson who make our
newspapers a breath of fresh air.



Murray



**We've
got the
people.**

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Editor & Publisher

Annual Report of Newspaper Advertising Linage

Publication Date:
May 26

Deadline for copy: **May 17**

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in an E&P pull-out section that will be saved and
used all year by newspaper advertisers and agencies

ADVERTISING RATES:

Page	\$875	Third-page	385
Half-page	510	Quarter-page	300

... or your contract rates apply.

Editor & Publisher

Serving the Newspaper Industry for 86 Years

850 Third Avenue, New York, N.Y. 10022

EDITOR & PUBLISHER CALENDAR

APRIL

- 23—Associated Press. Waldorf-Astoria Hotel, New York City.
- 23-26—American Newspaper Publishers Association. Waldorf-Astoria, New York City.
- 23-27—Knight Newspaper seminar, Financial management for non-financial managers, Miami.
- 26-28—South and Gulf Coast Press Association Convention, San Antonio.
- 27-28—Associated Press Missouri Editors and Publishers, St. Louis.
- 27-28—South Carolina UPI Association. Spring Meeting. Pawleys Island, S.C.
- 27-29—New Jersey Press Association Annual Advertising Conference. Tamiment Resort Hotel, Bushkill, Pa.
- 27-29—Annual Education Seminar, Region 3, National Press Photographers Assn., Marriott Motor Hotel, Saddle Brook, N.J.
- 28-29—Region One conference, Sigma Delta Chi, Albany, N.Y.
- 29-30—Mid-Atlantic Circulation Manager's Association. Spring Meeting. Yachtman Inn, Myrtle Beach, South Carolina.

MAY

- 1—Canadian Press, annual meeting, Toronto.
- 1-4—American Society Newspaper Editors (ASNE). The Shoreham Hotel, Washington.
- 3-4—Canadian Daily Newspapers Publishers Association, annual meeting, Toronto.
- 3-6—A. J. Liebling Counter-Convention. Mayflower Hotel, Wash., D.C.
- 4-5—Old Dominion Advertising Conference, John Marshall Hotel, Richmond, Virginia.
- 4-6—Ohio Press Women, annual spring meeting. Sawmill Creek Lodge, Huron, Ohio.
- 4-6—Indiana AP Managing Editors Spring Meeting. Wellman's Holiday Inn, Valparaiso.
- 5-6—New York State Mechanical Conference, The Beeches, Rome, N.Y.
- 5-6—Allied Daily Newspapers Mechanical Section. Rodeway Inn, Tacoma, Wash.
- 5-6—Louisiana-Mississippi AP Association. Annual meeting. Royal Sonest Hotel, New Orleans.
- 5-6—Associated Press Society of Ohio. Christopher Inn, Columbus.
- 5-6—Associated Press Kansas Editors and Publishers, Dodge City.
- 6-8—Ohio Circulation Managers Association, Netherland Hilton, Cincinnati.
- 6-9—Society of American Business Writers. Annual meeting. Warwick Hotel, New York, N.Y.
- 8-11—Catholic Press Association and Associated Church Press, joint convention. Radisson South, Bloomington, Minn.
- 10—Certified Audit of Circulation annual meeting, Hyatt Regency O'Hare Motor Hotel, O'Hare Intl. Airport, Chicago.
- 11—Illinois Editors Highway Traffic Safety Seminar, Holiday Inn, Decatur, Ill.
- 11-12—Indiana Newspaper Advertising Executives Association, Holiday Inn, Valparaiso.
- 11-13—Pennsylvania Press Conference, Penn Harris Motor Inn, Harrisburg, Pa.
- 12—Minnesota AP Association. Spring meeting. Holiday Inn, St. Paul.
- 13-16—Institute of Newspaper Controllers & Finance Officers. Doral Country Club, Miami, Florida.
- 13-25—API Management and Costs seminar (for newspapers under 75,000 circulation). Columbia University.
- 14-18—Knight Newspaper Seminar, Modern Production Techniques, Miami.
- 15—Connecticut AP Circuit. Spring meeting. Manchester.
- 15-16—Iowa APME Association, The Des Moines Club, Des Moines.
- 15-19—National Association of Advertising Publishers—24th Annual Convention, Troy, Michigan, Hilton Inn.
- 17-18—Allied Daily Newspapers. The Admiralty, Port Ludlow, Wash.
- 17-19—American Association of Advertising Agencies, Greenbrier, White Sulphur Springs, W. Va.
- 18-19—Associated Press North Carolina News Council and South Carolina News Council, Beech Mountain, N.C.
- 19-20—New Mexico AP managing editors spring shirtsleeve seminar. Hilton Inn, Albuquerque.
- 20—Blue Pencil Club of Ohio, OSU Center for Tomorrow, Columbus, Ohio.
- 20-23—INPA International conference. Town and Country Hotel, San Diego.
- 21-23—Pacific Northwest International Circulation Managers Association 50th anniversary convention, Salishan Lodge, Gleneden Beach, Oregon.
- 21-25—International Federation of Publishers, (FIEJ). Vienna, Austria.
- 22-27—Canadian Managing Editors' Conference. Vancouver, B.C.
- 26-28—Editorial Writers critique. Northwest Daily Newspapers. Timberline Lodge, Ore.

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EDITOR & PUBLISHER for April 21, 1973

WE'RE NINTH



AND WE'VE ONLY JUST BEGUN.

Rochester, New York ranks an impressive ninth nationally in Median Household Income.*

Even more impressive . . . these affluent Rochesterians read their newspapers . . . the Gannett Rochester Newspapers. Belden Associates of Dallas confirms that the Democrat and Chronicle and The Times-Union deliver 80% unduplicated readership on any given day and 92% readership on a cumulative basis over a five day period.**

Ninth in Median Household Income. First in readership.

*Sales Management, Survey of Buying Power, 1972

**Belden CMS, 1972

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Democrat & Chronicle (mornings and Sunday) **The Times-Union** (evenings)



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Help your Heart... Help your Heart Fund

Contributed by the Publisher



CATCH-lines

By Lenora Williamson

FRIENDS, ROMANS, AND READERS—The designated hitter rule has already added class and dignity to the game of baseball according to columnist Phil Pepe of the *New York Daily News*. For the dignity contribution, Pepe cited *Boston Globe's* George Frazier, who wrote an entire column in Latin because he wanted to be the very first to say "designated hitter" in Latin. In equally classy fashion, the *Globe* ran the column page one, jumping to sports. After 8 Latin paragraph (long), the *Globe* added "... and now for the translation" and ran it all again in English. Oh, yes, "designated hitter" in Latin: "designatus clavator."

* * *

A WILLING VICTIM was the way Senator Mike Mansfield of Montana identified himself at the White House News Photographers Association awards dinner. "I never met a politician yet who ran away from a photographer." A seat was reserved for President Nixon, but he sent Henry Kissinger in his place.

The association is still one of those banning women guests at its annual gala. The president, Arnold Noel of UPI, was quoted as being in favor of lifting the ban on women guests but has "a lot of opposition." The several women members are allowed to bring men guests. Senator Mansfield did allow he would have been happy to bring his wife and also that he's banned the Gridiron Club event for five years because it doesn't allow women.

* * *

A NEW FRONTIER for freedom of the press, observed the *Philadelphia Inquirer's* columnist John Corr, in noting that the *Temple University News* printed a big photo of a nude reclining male with the head of the university's president pasted over that of the model.

* * *

HOW TO JOIN THE PARTIES—APME Idea Club newsletter praises reporter George McEvoy of the *Orlando (Fla.) Sentinel Star* for his story on crashing parties and conventions at area hotels. George "got all the booze he could handle, heaping plates of food, advice on the commodities market, invitations to strangers' homes and a viewing of a stag movie at a sales meeting." And all free, of course, with the ingredients for becoming a successful freeloader according to George merely "a decent suit of clothes, a warm smile, and a sense of belonging."

* * *

THE COWBOY AND THE PUBLISHER—When Eugene L. Meyer, *Washington Post*, wrote an obituary for Ken Maynard, cowboy star of 300 budget Westerns, he included some of Maynard's recollections on working for William Randolph Hearst's *Cosmopolitan Pictures* before the days of sound. "Mr. Hearst was a real gentleman," Maynard said. "Whenever I fell off a horse in the film he would ask if the horse was hurt at all."

* * *

CORRECTION, or could it have been support of the meat boycott? The *Vancouver (BC) Province* carried a two-column "Correction" headline the other Friday on eve of meatless week. Three lines in each column under the head simply stated: "In The Private Cook recipe printed Thursday, March 29, on page 43 the list of ingredients for Pot Roast in Wine should have included one—four pound pot roast of beef."

* * *

LETTERS TO TOM—Assigned to look in on an unusual physical education program at Beals School, photographer Tom Plambeck of the *Omaha World-Herald* sat down among watching youngsters, while others performed. He was besieged with questions about his camera, and also heard a plea, "Please don't use the picture in which I fell down." Tom got 42 handwritten thank-you's from his fans, including one charming, "It was nice having you and your camera. Even though you didn't take a picture of me, I thank you."

EDITOR & PUBLISHER for April 21, 1973



The Star Ledger

Best Daily Newspaper
Best Sunday Newspaper

*...winner of sweepstakes awards in 1972
New Jersey Press Association Competition*

- "Interpretative Writing" by Star-Ledger Staff Writer Gordon Bishop, for a six-part series entitled "Energy Crisis."
- "Feature Writing" for 1972 by Star-Ledger Staff Writer Linda Lamendola, for a two-part series on "A secret Visit to Greystone at Midnight."
- Editorial Page Layout and Content.
- "Portrait and Personality Photo" by Star-Ledger photographer Tom Herde, for his picture "Homeless Child."
- "Spot News Coverage" by Star-Ledger Education Editor Robert J. Braun, for his report on the school tax decision by Superior Court Judge Theodore Botter.
- Sports Pages Layout and Content.
- "Enterprise Writing" by Star-Ledger Staff Writer Gordon Bishop, for a series of articles on water pollution in the New Jersey-New York metropolitan area.
- "Special Column" by Star-Ledger Staff Writer Franklin Gregory, for a column on "State Hospitals Try To Cover Harsh Truth."
- Women's Pages Layout and Content.

The Star-Ledger

350,793 Daily

569,153 Sunday

A NEWHOUSE NEWSPAPER

Editor & Publisher

• THE FOURTH ESTATE

Robert U. Brown
Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959



Charter Member, Audit
Bureau of Circulations
Member, American
Business Press Inc.



6 mo. average net paid Dec. 31, 1972—25,035
Renewal rate—75.24%

Two convention weeks

In an unusual change of pace—not the first time it has happened—the nation's newspaper editors will meet in Washington one week after the publishers convene in New York City. It makes two of the busiest weeks in the year, no matter how you stack them, for newspaper executives who want to keep informed about problems affecting their business.

Last year, for the first time those attending the annual meeting of the American Newspaper Publishers Association were confronted with a "counter-convention" across town sponsored by *More*, a journalism review. It was reported 1,500 people participated and some publishers went over to observe.

This year, the counter-convention is being held in Washington opposite part of the ASNE sessions and many newspaper editors are expected to participate and sit in. From its program, it seems to be better organized than a year ago.

We think all meetings where newspaper people discuss ideas and problems pertinent to the business have merit. A free exchange of views is always healthy.

January lineage in April

In the middle of April the newspaper business and its competitors are told that newspaper advertising revenue in January gained 9.3% and that classified revenue was up 20.6%. These figures are based on reports from Media Records which has been having its problems financial and otherwise due to its changeover from a manual to a computerized system.

It is more than unfortunate that newspapers should be faced with such delays in receiving one of their most important statistical services. Most newspapers know what their own record in lineage and revenue is for each month shortly thereafter. It is the industry-wide picture that is necessary for comparative and competitive purposes.

We hope that promises from Media Records officials to be up-to-date and current with their measurements by the middle of this Summer are realized. A time-lag of a month, as it used to be, is reasonable. Three months is not.

Stolen property

Two months ago a federal grand jury refused to indict Leslie Whitten, an investigative reporter for Jack Anderson, on a charge of illegally receiving stolen property—documents from the Bureau of Indian Affairs.

This may have had some bearing on the more recent decision of the California Supreme Court overturning convictions of the editor and a reporter for the *Los Angeles Free Press* for receiving stolen property—an address list of undercover narcotics agents which they published.

The California case was in the courts for three years and was the first, to our knowledge, where newsmen were charged with the felony of receiving stolen property—documents. It is a new and attractive device for officials to use in retaliation against newsmen who may uncover and publicize official secrets. We don't think this case will be the last.

The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journal established March 22, 1884; Newspaperdc established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 2 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker Jr.

Associate Editors: Margaret C. Fisk, Ma Mehler, Jeffrey J. Mill, Lenora Williamson

Editorial Assistant: Marie Stareck.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston

Advertising Manager: Ferdinand C. Teubner

Sales Representatives: Donald L. Parvin, William L. Pierce, Richard E. Schultz, Kenneth Schmitt, Earl W. Wilken.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: Virginia Ann Stephenson.

Marketing and Research Manager: Albert Weis.

Librarian: Adelaide Santonastaso.

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Chicago: 111 East Wacker Drive, 60601. Phone: 312-565-0123. Gerald B. Healey, Editor, William L. Pierce, Richard E. Schultz, Advertising Representatives.

Los Angeles: 1830 West 8th Street, 90057. Phone: 213-382-6346. Scott, Marshall & Sands Inc. Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone: 415-421-7950. Scott, Marshall & Sands Inc. Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent, England. Alan Delafons, Manager.

INDEX TO THIS ISSUE

Business page	2
Calendar	2
Catch-lines	4
Editorial workshop	24
Financial Briefs	88
Promotion	48
Photography	16
Syndicates	15
Stocks	104
Shop Talk	104

S. 1400—A National Security Act?

On March 14, President Nixon sent to Congress his message on the federal system of criminal justice in which he proposed a sweeping reform of the Federal Criminal Code in the "Criminal Code Reform Act of 1973. The bill was sent to Congress on March 22 and introduced as S. 1400 on March 28 and then referred to the Committee on the Judiciary.

In a speech at Frostburg (Md.) State College, Senator Edmund S. Muskie referred to sections of the new bill as "A National Security Act" and said it is the "latest attempt to stifle the flow of official information to the public."

The senator continued:

"The attempt is hidden deep in a lengthy and complex legislative proposal introduced in the Congress this week as a revision of the federal criminal code. Five sections of that proposal, taken together, would establish in peacetime a system of government censorship that a democracy could hardly tolerate in a time of war.

"The official secrets act being proposed would punish government officials who disclosed almost any kind of defense and foreign policy information, whether or not its disclosure would endanger national security.

"It would punish newsmen who received such information unless they promptly reported the disclosure and returned the material to a government official.

"It would punish not only reporters but all responsible officials of their publications or broadcasting companies who participated in making the unauthorized information public.

"It would punish government employees who knew of a colleague's unauthorized disclosure and failed to report their coworker's action.

"The law's penalties—from three to seven years in jail, from \$25,000 to \$50,000 in fines—would be imposed on actions which are not now considered crimes, which are, instead, the applauded work of investigative journalists.

"For instance, part of the law would make any unauthorized disclosure of what is called classified information a crime.

"And the law would explicitly prevent officials who disclosed such information from defending their action by proving that the information was improperly classified.

"Well, what is classified information? According to the administration proposal, it is 'information, regardless of its origin, which is marked or designated pursuant to the provisions of a statute or executive order or a regulation or rule thereunder, as information requiring a specific degree of protection against unauthorized disclosure for reasons of national security.'

"On its surface, that language sounds reasonable, it does what existing law already does by insuring secrecy of data about our defense codes, about our electronic surveillance techniques, about military installations and weapons, about our atomic secrets and about plans and oper-

ations which might aid our enemies. All that information is already kept secret by laws which punish its disclosure with intent to damage America and its security.

"But this new law would go farther. It would prohibit and penalize disclosure of any classified information, regardless of whether or not it damaged security.

"Classified information, you should know, is any document or record or other material which any one of over 20,000 government officials might have decided—for reasons they need never explain—should be kept secret. It is any piece of paper marked top secret, secret, or confidential, because someone, sometime, supposedly decided that its disclosure could prejudice the defense interests of the nation.

"In practice, however, classified information is material which some individual in the government decides he does not want made public. He could make that decision to hide incompetence. Many have.

"He could be trying to conceal waste. Many have.

"He could even be attempting to camouflage corrupt behavior and improper influence. Many have.

"He could simply be covering up facts which might embarrass him or his bosses. Many have.

"Classified information is the 20 million documents the pentagon's own most experienced security officer has estimated to be in Defense Department files. Classified information is the 26-year backlog of foreign policy records in the State Department archives.

"And most of that information is improperly classified—not out of evil motives, but out of a mistaken interpretation by conscientious employees of what security actually requires. They do not limit the use of secrecy stamps just to information which would really affect our national defense, if disclosed. They often use them simply to keep material out of the newspapers—to make it a little harder, perhaps, for a foreign nation to get the information, whether the information is defense-related or not."

The bill is 336 pages long and in a separate memorandum published in the *Congressional Record* April 2, following the text of his address Senator Muskie observed:

"Although two sections of the proposed new federal criminal code (Sections 1124 and 1125) appear to carefully carve out the newsmen from criminal liability for obtaining classified information, other carefully drawn sections of the criminal code make any use of that material by a reporter a felony. For example, Section 1122 makes it a felony for any person knowingly to communicate information 'relating to the national defense' to a person not authorized to receive it. Thus, any reporter who communicates such information to anyone else i.e., gives it to his paper, television station or causes it to be published and transmitted to the general public has committed a felony. 'Informa-

tion relating to the national defense' is defined as information, regardless of its origin, that relates to U.S. military capabilities, planning, communication, installation, weaponry, weapon development or weapons research, to any intelligence activities of the United States, and to 'the conduct of foreign relations affecting the national defense.' This sweeping definition is ever broader than the definition of classified information used in the two Sections discussed above. A felony under Section

(Continued on page 72)

INDEX TO ADVERTISERS

Advertising Checking Bureau	56
Advertising News	40
Allentown Call-Chronicle	37
Altoona Mirror	28
Atlas Flag Corp. of America	48
Bergen Evening Record	38
Buffalo Evening News	32
Chemco Photoproducts Co.	81
Chicago Tribune	Cover 1
Compuscan Inc.	50
George J. Cooper Associates	77
Copley News Service	Cover 2
Ron Curtis & Company	90
Cutler-Hammer	71
Delta Air Lines	57
Denver Post	61
Denver Rocky Mountain News	Cover 4
ECRM Inc.	10, 11
Family Weekly	39
Gannett Co., Inc.	29
Gannett Rochester Newspapers	3
William Ginsberg Associates	78
Great Northern Paper Co.	52, 53
Hamilton-Landis & Associates Inc.	Cover 3
Harte-Hanks Newspapers, Inc.	1
Heart Fund	4
Houston Chronicle	59
King Press, Inc.	85
Knight Newspapers, Inc.	46, 47
Letterflex Systems, W. R. Grace & Co.	64, 65
Vincent J. Manno	76
Mergenthaler Linotype Co.	54, 55
MGD Graphic Systems Division, ...	
Rockwell Intl.	35
Minneapolis Star/Minneapolis Tribune	41
Newark Star-Ledger	5
Newsday	49
Newspaper Circulation Analysis	87
Newspaper Enterprise Assn.	92
New England Newspapers	75
New Haven Register and Journal-Courier	45
New York Times	12
Nikon Photojournalist	73
Oklahoma City Oklahoman and Times	63
Orlando Sentinel Star	51
Parade	30, 31
John A. Park, Jr.	77
Phoenix Republic and Gazette	67
Republic Steel Corp.	68, 69
Ridder Newspapers	25
Ridgewood N. J. Newspapers	79
San Jose Mercury and News	42, 43
Seaboard Coast Line Railroad	80
Jack L. Stoll and Associates	79
Tal-Star Computer Systems, Inc.	44
Thomson Newspapers	58
Tiny Features Inc.	94
United Feature Syndicate	93
United Press International	8, 9
Victor Graphic Systems Inc.	83
Washington Star-News	33
Wilmington News-Journal	40
Worcester Telegram-Gazette	26, 27

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ANPA's meeting agenda covers major topics

Most of the top newsmakers in the past 12 months—both in and outside of the newspaper industry—are featured on the 17th annual American Newspaper Publishers Association program.

Such prominent figures as Peter Brennan, U.S. Labor Secretary; Dr. Henry Kissinger, advisor to President Nixon; Gloria Steinem, women's lib advocate; and Earl Caldwell, *New York Times* reporter head up the list of notables from the public limelight.

In the trade area, a cast of over 30 newspaper executives, representing all departments of the newspaper as well as trade associations, plus the academic field, will provide first hand reports on trending innovations that can make the newspaper a better product and discuss in detail the problems seriously affecting the newspaper business at this time.

The theme of the four-day meeting is freedom of the Press. To focus attention on this cornerstone of American life, the program planners chose to print the words of the First Amendment of the Constitution on the cover of the program and to schedule an all newsmen panel, featuring Clayton Kirkpatrick, *Chicago Tribune*, and Earl Caldwell, for a discussion on protection of news sources on the final day of the meeting.

There are a few changes on this year's program. The annual Bureau of Advertising dinner, a formal affair for the past 25 years was dropped and in its place the ANPA arranged a less formal dinner affair with no speeches or head table. The other change this time is the absence on the program of the press conference in reverse arrangement in which publishers are asked questions by well-known people from different walks of life. Otherwise the program format is pretty much the same.

The traditional opening event of Pub-

lishers Week on Monday morning will be the 15th annual breakfast meeting of United Press International for editors and publishers.

Representatives of UPI subscribing newspapers will join with UPI executives and guests at the informal gathering at 8 a.m. in the Grand Ballroom of the Waldorf-Astoria. It will be preceded by a reception at 7:30 a.m.

Guests will be welcomed by Roderick W. Beaton, president, and other officers of UPI. Milton Richman, UPI sports editor, and Vernon Scott, a senior editor from Los Angeles, will address the meeting.

Stanford Smith, president and general manager of ANPA will call the convention to order at 9:30 a.m. in the Starlight Roof for the opening address by ANPA chairman Davis Taylor, publisher of the *Boston Globe*.

At 10:00 the annual labor conference starts where Miles P. Patrone, ANPA, will introduce Dr. Luther Holcomb, vice-chairman of the Equal Employment Opportunity Commission. Following this address, Peter J. Brennan, President Nixon's pistol packing Secretary of Labor, will address the publishers. Dr. Athelstan F. Spilhaus, chairman of ANPA's Scientific Advisory Committee will deliver the final speech of the session.

At the AP business session, which also starts at 10:00, six directors will be elected to fill expiring terms.

The 12, nominated by the nominating committee are: David R. Bradley, *St. Joseph (Mo.) News-Press and Gazette*; D. Tennant Bryan, *Richmond (Va.) News Leader and Times-Dispatch*; Joe M. Dealey, *Dallas Morning News*; Dave K. Gottlieb, *Helena (Mont.) Independent-Record*; Charles L. Gould, *San Francisco Examiner*; Katharine Graham, *Washington Post*; Peter MacDonald, *Hutchinson (Kan.) News*; G. Gordon Strong, *Canton*

(Ohio) *Repository*; Jack Tarver, *Atlanta (Ga.) Constitution*; Robert L. Taylor, *Philadelphia Bulletin*.

The following nominations were made for a director from cities of less than 50,000 population: Charles S. Rowe, *Fredricksburg (Va.) Free Lance-Star*; Dolph C. Simon Jr., *Lawrence (Kan.) Journal-World*.

Bradley, Bryan, Tarver and Simons are incumbents. J. Howard Wood of the *Chicago Tribune*, although eligible for re-nomination requested the nominating committee not to consider him. Richard L. Jones Jr., whose term is expiring, was not eligible for renomination under the bylaws which state that no director shall hold office for more than three consecutive terms unless during his term as a director he shall have served as president or chairman of the corporation.

The publishers will break from meetings for the annual Associated Press lunch and to hear Dr. Henry Kissinger, the guest speaker.

Afterwards, the annual labor conference reconvenes for a 'member only' session where reports will be given by the ANPA labor relations committee.

Continuing with an idea introduced last year, a special session will be held at 4:30 p.m. for those attending the ANPA as members for the first time. The session will focus on ANPA organization, operations, and services to member newspapers.

General session are slated for all day Tuesday, starting with an address, entitled "Freedom to Advertise" by Victor Bloede, chairman of board of Benton & Bowles, and vicechairman of the American Association of Advertising Agencies.

Next in line is the Bureau of Advertising, which has been allotted an additional hour to report to publishers on what it is like "selling newspapers in a changing advertising climate." The two-hour session features reports from 13 of the Bureau staff, headed up by Jack Kauffman, president.

For the Tuesday afternoon sessions, the publishers get down to the real nitty gritty of their business with separate group discussion (question and answer periods) after King Features' Banthees show,

(Continued on page 85)

MONDAY

10 a.m.—UPI 15th annual breakfast meeting editors and publishers. Grand Ballroom.
10 a.m.—Call to Order. Starlight Roof. Address by Davis Taylor, ANPA chairman.
10 a.m.—ANPA Labor Relations Conference. Starlight Roof.
10 a.m.—Annual Meeting of The Associated Press. Empire Room.
10 a.m.—UPI open house to view all-electronic newsroom on 12th floor 220 E. 42nd St.
10 p.m.—AP luncheon. Grand Ballroom. Dr. Henry Kissinger, speaker.
10 p.m.—ANPA Labor Conference. (members only). Starlight Roof.
10 p.m.—UPI open house (same location).
10 p.m.—Nat'l Cartoonist Society's "Reuben Awards" Plaza Hotel.

TIME TABLE

(All meetings at Waldorf-Astoria unless otherwise indicated)

TUESDAY

9:30 a.m.—Address by Victor Bloede, chairman of Benton & Bowles Inc Empire Room
10:00 a.m.—Bureau of Advertising session. Empire Room.
10:00 a.m.—AP board of directors meeting, AP Building, 50 Rockefeller Plaza.
10:00 a.m.—UPI open house on 12th floor 220 E. 42nd St.
12:15 p.m.—Banthees luncheon Grand Ballroom.
3:00 p.m.—ANPA questions and answer sessions.
4:00 p.m.—UPI open house (same location as above).
7:30 p.m.—ANPA Convention Dinner. Grand Ballroom.

WEDNESDAY

9:30 a.m.—ANPA discussion sessions. (Under 20,000 circulation, Hilton Room), (20,000 to 75,000 circulation, Empire Room), (Over 75,000 circulation, Jade Room).
10:00 a.m.—AP Board of Directors meeting.
10:00 a.m.—UPI open house.
12:00—Luncheon recess
2:30 p.m.—Joint session for ANPA discussion groups. Address by Gloria Steinem.
4:00 p.m.—UPI open house.

THURSDAY

9:30 a.m.—ANPA general session. Empire Room.
10:00 a.m.—UPI open house on 12th floor 220 E. 42nd St.
Noon—ANPA annual membership meeting. Empire Room.
4:00 p.m.—UPI open house (same location).

14% of dailies, 24% of circ. in 19 'publicly-held' groups

By Robert U. Brown

U. S. investors, estimated to number 31.7 million, now have an opportunity to buy shares in 19 newspaper groups controlling 247 daily newspapers with 15,086,542 daily circulation, and 128 Sunday papers with circulations of 13,526,604.

These daily newspapers represent 13.9% of total dailies in the U.S. and 24.1% of total daily circulation. Sunday papers number 21% of the total and 27% of the U.S. Sunday circulation. This compilation is based on listings in the E&P 1973 Year Book. The circulations are computed on the Sept. 30, 1972, ABC reports and Post Office statements.

Two years ago (E&P May 1, 1971) there were 17 newspaper companies with public stock offerings (including the *Washington Post* which had just announced its intentions of going public). They owned 162 daily newspapers with circulations of 12,888,670 representing 9.2% of the dailies and 20% of daily circulation. Sunday newspapers were not counted at that time.

Four years ago (E&P May 24, 1969), E&P's first tabulation showed public stock offerings by 16 newspaper companies controlling 129 newspapers with 9,300,000 daily circulation. This was 6.5% of the dailies and 14.5% of daily circulation at that time.

Seven of the 19 issues are traded on the New York Stock Exchange. Four are traded on the American Stock Exchange. Seven are Over-the-Counter. Thomson Newspapers is traded on the Canadian Exchange and is included because of its ownership of U.S. newspapers. Other groups owning Canadian dailies and traded on the Canadian Exchange are not included.

The *Boston Globe* is not included in this accounting although it has announced its intention of making a public stock offering. Rumors of other newspaper groups "going public" in the near future abound.

Public stock holdings in the U.S. press goes far beyond this accounting of U.S. daily and Sunday newspapers. Many of the 19 companies have broadcast (radio and television) interest and also own weekly publications. Booth Newspapers recently acquired *Parade* magazine distributed in 101 newspapers. Downe Communications does not own any daily newspapers but is publicly traded and owns *Family Weekly* distributed through 285 newspapers. It also has national magazines. Dow Jones owns *National Observer* and *Barron's Weekly*. Washington Post owns *Newsweek*. Time, Inc., on the "big board" owns *Time* magazine, other national publications, weekly newspapers. Many business publication houses have public stock offerings.

Following are the daily newspapers owned by the 19 groups:

American Financial Corp.—Cincinnati Enquirer.

Booth Newspapers—*Ann Arbor News*, *Bay City Times*, *Flint Journal*, *Grand Rapids Press*, *Jackson Citizen-Patriot*, *Kalamazoo Gazette*, *Muskegon Chronicle*, *Saginaw News*, (all in Mich.).

Capital Cities Bdcstg.—*Belleville (Ill.) News-Democrat*, *Pontiac (Mich.) Oakland Press*, *Ft. Worth (Tex.) Star-Telegram*.*

Dow Jones—*Wall Street Journal*, and *Ottawa Newspapers—Middletown (N.Y.) Times Herald Record*, *Oneonta (N.Y.) Star*, *Plattsburgh (N.Y.) Press Republican*, *Port Jervis (N.Y.) Union Gazette*, *Danbury (Conn.) News Times*, *Pocono Record*, *Stroudsburg (Pa.) Sharon (Pa.) Herald*, *Sunbury (Pa.) Item*, *New Bedford (Mass.) Standard Times*, *Hyanis Cape Cod Standard Times*, *Traverse City (Mich.) Record Eagle*.

Gannett—*Rochester (N.Y.) Times Union*, *Rochester Democrat & Chronicle*, *San Bernardino (Cal.) Sun & Telegram*, *Hartford (Conn.) Times*, *Danville (Ill.) Commercial-News*, *Camden (N.J.) Courier-Post*, *Plainfield (N.J.) Courier-News*, *Binghamton (N.Y.) Press and Sun-Bulletin*, *Elmira Star-Gazette**, *El Paso (Tex.) Times*, *Fort Myers (Fla.) News Press*, *Saratoga Springs (N.Y.) Saratogian*, *Ithaca (N.Y.) Journal*, *Nashville (Tenn.) Banner*, *Newburgh-Beacon (N.Y.) News*, *Niagara Falls (N.Y.) Gazette*, *Utica (N.Y.) Observer-Dispatch and Press*.

Cocoa Today, Titusville (Fla.) *Star-Advocate*, Melbourne Pensacola (Fla.) *Times*, *Journal and News*, *Rockford (Ill.) Star and Register-Republic*, *Port Huron (Mich.) Times Herald*, *Mamaroneck (N.Y.) Times*, *Nyack (N.Y.) Journal News*, *Tarrytown (N.Y.) News*, *Mount Vernon (N.Y.) Argus*, *Ossining (N.Y.) Citizen Register*, *White Plains (N.Y.) Reporter Dispatch*, *New Rochelle (N.Y.) Standard Star*, *Port Chester (N.Y.) Item*, *Yonkers (N.Y.) Herald Statesman*, *Lansing (Mich.) State Journal*, *Battle Creek (Mich.) Enquirer & News*, *Lafayette (Ind.) Journal-Courier*, *Marion (Ind.) Chronicle Tribune**, *Boise Idaho Statesman*, *Bellingham (Wash.) Herald*, *Olympia (Wash.) Olympian*, *Burlington (Vt.) Free Press*, *Chambersburg (Pa.) Public Opinion*, *Honolulu Star-Bulletin*, *Huntington (W.Va.) Herald Dispatch and Advertiser*, *Agana (Guam) Daily News**.

Harte-Hanks—*Abilene (Tex.) Reporter-News*, *Big Spring (Tex.) Herald*, *Bryan (Tex.) Eagle*, *Corpus Christi (Tex.) Caller-Times*, *Corsicana (Tex.) Sun*, *Greenville (Tex.) Herald-Banner*, *Denison (Tex.) Herald*, *Marshall (Tex.) News-Messenger*, *Paris (Tex.) News*, *San Angelo (Tex.) Standard-Times*, *San Antonio (Tex.) Express & News*, *Framingham (Mass.) News*, *Ypsilanti (Mich.) Press*, *Hamilton (O.) Journal News*, *Woodbury (N.J.) Times*, *Anderson (S.C.) Independent & Mail*, *Yakima (Wash.) Herald Republic**.

	No. of Dailies	No. of Sundays	Daily Circ.	Sunday Circ.
American Fin. Corp.	1	1	194,248	300,270
Booth Newspapers	8	8	524,678	534,810
Capitol Cities Bdcstg.	4	1	339,519	221,100
Dow Jones	12	4	1,536,276	190,000
Gannett Newspapers	53	25	2,280,993	1,423,900
Harte-Hanks	23	16	643,057	571,700
Jefferson Pilot	6	5	155,446	153,000
Knight Newspapers	11	8	2,201,883	2,594,800
Lee Newspapers	17	9	480,014	451,700
Media General	6	3	576,545	492,900
Multi Media	7	4	288,293	268,200
N.Y. Times	7	5	910,142	1,488,200
Panax Corp.	8	—	86,341	50,600
Post Corp.	2	1	53,886	50,600
Ridder Newspapers	21	12	1,356,672	1,375,400
Speidel Newspapers	11	4	286,571	203,700
Times Mirror	4	4	1,755,771	1,868,200
Thomson Newspapers	45	16	896,412	452,900
Washington Post	1	1	519,795	684,300
TOTAL	247	128	15,086,542	13,526,604
U.S. TOTAL	1,778	605	62,510,242	50,000,600
PERCENTAGE	13.9%	21.0%	24.1%	27.0%

Jefferson Pilot (Carmage Walls)—*Clearwater (Fla.) Sun*, *Altus (Okla.) Times Democrat*, *Beaumont (Tex.) Enterprise and Journal*, *Laredo (Tex.) Time Texas City Sun*.

Knight Newspapers—*Akron (O.) Beacon Journal*, *Boca Raton (Fla.) New Miami Herald*, *Tallahassee (Fla.) Democrat*, *Macon (Ga.) News & Telegraph*, *Detroit Free Press*, *Charlotte (N.C.) News and Observer*, *Philadelphia Inquirer and News*.

Lee Newspapers—*Billings (Mont.) Gazette**, *Butte (Mont.) Standard Post*, *Helena (Mont.) Independent Record*, *Missoula (Mont.) Missoulian*, *Corvallis (Ore.) Gazette Times*, *Kewanee (Ill.) Star Courier*, *Davenport (Iowa) Times Democrat**, *Mason City (Iowa) Globe Gazette*, *Muscatine (Iowa) Journal*, *Ottumwa (Iowa) Courier*, *Lincoln (Neb.) Star and Journal*, *LaCrosse (Wis.) Tribune Madison (Wis.) State Journal*, *Racine (Wis.) Journal Times*.

Media General—*Richmond (Va.) Time Dispatch and News Leader*, *Tampa (Fla.) Tribune and Times*, *Winston Salem (N.C.) Journal and Sentinel*.

Multimedia—*Greenville (S.C.) News and Piedmont*, *Montgomery (Ala.) Advertiser and Journal*, *Ashville (N.C.) Citizen and Times*, *Clarksville (Tenn.) Lee Chronicle*.

New York Times—*New York Times*, *Gainesville (Fla.) Sun*, *Lakeland (Fla.) Ledger*, *Leesburg (Fla.) Commercial*, *Ocala Star-Banner*, *Palatka (Fla.) New Lake City (Fla.) Reporter*.

Panax Corp.—*Alma (Mich.) Recorder Leader*, *Escanaba (Mich.) Press*, *Iron Mountain (Mich.) News*, *Macomb (Ill.) Daily*, *Marquette (Mich.) Mining Journal*, *Wayne (Mich.) Eagle*, *Chicago Calumet*, *Mt. Pleasant (Mich.) Time News*.

Post Corp.—*Appleton (Wis.) Post-Crescent*, *West Bend (Wis.) News*.

Ridder Newspapers—*New York Journal of Commerce*, *Long Beach (Cal.) Independent and Press Telegram*, *Pasadena (Cal.) Star-News**, *San Jose (Cal.) Mercury and News*, *Boulder (Colo.) Daily Camera*, *Niles (Mich.) Star*, *Duluth (Minn.) Herald and News Tribune*, *St. Paul (Minn.) Pioneer Press*, *Grand Dispatch*, *Grand Forks (N.D.) Herald*, *Aberdeen (S.D.) American News*, *Gardiner (Ind.) Tribune*, *Wichita (Kan.) Eagle and Beacon**, *Seattle Times†*, *Walla Walla (Wash.) Union Bulletin†*.

(Continued on page 46)

Three news organizations launch supplemental wire

Formation of a broad-based new supplemental wire service for daily newspapers was announced this week by Knight Newspapers, the *Chicago Tribune* and the *New York Daily News*.

The service, a new concept in supplements, will:

- Provide 250 stories and specialty columns a week for every section of a newspaper with strong emphasis on newsfeatures and back-of-the-book material.

- Employ ultra-modern transmission technology, moving copy at 150 words per minute, caps and lower case, with IBM communications equipment especially designed for compatibility with CRT and other new production systems.

Announcement of the new wire was made by Derick Daniels, director of news at Knight Newspapers; Clayton Kirkpatrick, editor of the *Chicago Tribune* and Michael J. O'Neill, managing editor of the *New York Daily News*.

The wire will have editorial headquarters at Knight Newspapers offices in Detroit and will be marketed nationally by the *Chicago Tribune-New York News Syndicate*, 220 East 42nd Street, New York.

The wire will be available to outside clients starting July 2. Included among existing newspapers which have placed advance orders are the *Los Angeles Times*, *Boston Globe*, *Des Moines Register & Tribune*, *Baltimore Sunpapers*, *Houston Post*, *Salt Lake Tribune* and *Seattle Times*.

The wire is designed to provide coverage from a base both geographically broad and philosophically independent. In addition to coverage from the Knight-Tribune news organizations, three of the largest in the world, the report will include each week a top selection of newsfeatures from the *National Observer*, published by Dow Jones & Company.

Daniels also announced the appointment of Dean H. Schoelkopf of Detroit as editor of the Knight News Wire. Schoelkopf, 40, has worked as city editor of the *Minneapolis Tribune*, national and foreign editor of the *Chicago Daily News*, White House correspondent for USIA, editor of *The Paper* in Oshkosh, Wis., editor-in-chief of yearbooks for Encyclopaedia Britannica, and assistant managing editor of the *Detroit Free Press*.

In addition, Daniels said, full-time wire editors have been assigned to each of the major filing points for the wire—Washington, Chicago, New York, Miami, Philadelphia and Detroit.

Reader interest criterion

In selecting material for the wire, the editors will have high reader interest as their main criterion, Kirkpatrick and O'Neill said. They will draw on the best material available from the *Chicago*

Tribune, *New York News*, *Knight Newspapers* in five major cities, plus the Washington and foreign staffs of all three organizations. The new wire will provide an added dimension to the news with a variety of exclusives, analyses and back-grounders from Washington and overseas, a strong package for women's, financial and home sections, plus an assortment of sports profiles, travel, Sunday magazine and entertainment material. *National Observer* copy will include high reader-interest articles on consumer affairs, the arts, education, science, medicine and religion.

In addition to this array of supplemental news and feature material, the wire will include about 35 specialty columns—in effect, a syndicated feature service-within-a-service. The columns will cover a wide range of subjects, with emphasis on back-of-the-book material. Among the regulars are columns on antiques, child care, drugs, fashions, food, gardening, home furnishings, jazz, science, sex, sports and television.

Initially the wire will operate six days a week, with a file of about 200,000 words weekly.

Enterprise reporting from Washington will be one major strength of the new wire. The 14-man Knight Washington bureau, which last year broke the story of Sen. Thomas Eagleton's medical history, is headed by veteran correspondent Robert S. Boyd. The 12-man Washington staff of the *Chicago Tribune* is headed by Frank Starr, prize-winning reporter who previously served as Moscow bureau chief for the *Tribune*. The 10-man *New York News* bureau, which emphasizes concise, hard-hitting coverage, is headed by military analyst and columnist Jerry Greene.

Foreign copy from Asia, Europe and Latin America will be provided by correspondents of Knight, the *Chicago Tribune* and *New York Daily News*. National coverage for the Knight wire is based on reports from staff experts of the major input newspapers—the *Detroit Free Press*, *Chicago Tribune*, *Chicago Today*, *Miami Herald*, *Philadelphia Inquirer* and *New York Daily News*, plus regional coverage from the *Akron Beacon Journal* and *Charlotte Observer* and specialized pieces from the *National Observer*.

Kirkpatrick and O'Neill noted that the combined news staffs of these newspapers total more than 2,000 highly qualified reporters, editors and correspondents across the nation and at overseas bureaus. "These combined staffs are a great resource for the wire," Kirkpatrick said. "The result of their effort will be the most useful kind of supplemental wire available to any newspaper."

Cooperative wire

Organizers of the new service have operated a cooperative wire for their own use for the past year. Daniels said the

decision to make the wire available to other newspapers was reached when Knight was able to lease from Dow Jones & Company a private communications channel which links nearly 700 cities in the United States. "The Dow Jones-IBM communications system is unique to any wire," Daniels said. "It will provide editors with caps and lower case copy at a speed more than twice that of any other news service."

The IBM 1050, which will be the standard sending-receiving unit for the wire, is fully compatible with CRT systems. In preliminary tests it has also produced OCR-ready copy. IBM and Knight engineers in Miami are now engaged in further development of OCR capability for the 1050.

Early response from editors to the concept of the wire has been enthusiastic, according to Arthur Laro, president of the *Chicago Tribune-New York News Syndicate*. "There is a real need for this kind of 'added dimension' service for newspapers—one that no existing service meets. This brings together the major editorial resources of three of the strongest news organizations in the country," Laro said. "We are tremendously excited with the potential of this new venture."

Record shows deliverers are safe drivers

Twenty-one daily newspapers were named winners of awards for the best safety records of their delivery vehicles in 1972 in the annual Safe Driving Campaign sponsored by the American Newspaper Publishers Association and International Circulation Managers Association.

Awards go to three winners in each of seven divisions of the contest which completed its 32nd year of operation in 1972. Certificates of Merit were awarded to 56 publishers who completed the year without a reportable accident.

Reports released show that the 561 daily newspapers participating in the campaign operated 9,142 vehicles a total distance of 222,226,377 miles. There were 3,476 accidents resulting in an accident rate of 1.56 accidents per 100,000 miles.

The campaign represents the largest single class safety operation in existence in the United States and Canada. During its 32-year history, the participants have recorded over 4.7 billion miles of driving on an around-the-clock exposure basis, experiencing an accident rate of only 1.87 accidents per 100,000 miles.

Organized in 1941, the Safe Driving Campaign has two main goals—first to cooperate with safety authorities in reducing fatalities and injuries resulting from unsafe driving over the highways of the United States and Canada; and second, to create a safe driving record in the newspaper business which would warrant reductions in classification ratings for insurance covering motor vehicles engaged in the distribution of newspapers.

(Continued on page 50)



Cheesecake debate flares as APME polls membership

By Lenora Williamson

The Great Cheesecake Debate has begun again this Spring—a suitable time—as the Newsphoto Committee of the Associated Press Managing Editors polls members on whether or not the bikini beauties are “a required ingredient in the wirephoto diet.”

Richard B. Tuttle, managing editor of the *Rochester (N.Y.) Democrat Chronicle*, is the courageous chairman of the newsphoto committee receiving the replies from editors around the country. “At this point,” Tuttle told E & P, “I am inclined to say there is a very definite and wide gulf or opinion from those adamantly against to those adamantly for.”

The editors, in a “syllabus” enhanced with photos of 16 bikini-clad Australian beauties, were asked to express their opinions in 10 words or less directed to Tuttle.

Tuttle has been getting answers with sometimes more—and sometimes less—words. For instance, he got 9 words from Jack Driscoll, assistant executive editor of the *Boston Globe*: “Tell AP to grow up. They are wasting our time.”

Rose Allegato, assistant to the executive editor of the *Miami Herald*, replied: “I do not need 10 words. One will do: Ridiculous.” Murmured Tuttle, “I know Rosie and that’s a ‘no’ vote.”

The *Charleston (W.Va.) Daily Mail’s* managing editor, Charles Connor, sent in two columns of debate between staffers

earlier in the winter and then declared he took a poll and had a three-word answer, “Keep ’m coming.”

One a day

From the state of Wisconsin, John Torinus Jr. of the *West Bend News* proclaims: “One a day keeps old age away.”

J. Scott Schmidt, *Chicago Today*, cast one vote for the bathing beauty pictures “as long as they are tasteful.”

Norman C. Roy, picture editor of the *Hartford (Conn.) Times*, enclosed the full page of the “syllabus” with the photo of Ruth Innes of Sydney and wrote: “Please don’t turn this girl off. We need her and others like her.”

Very few editors stick to the 10-word limit, Tuttle commented, adding that from the *Wall Street Journal’s* New York office he got a note from Karen Cuddy: “Undoubtedly the subjects voluntarily posed for your male chauvinist photographer. So I will therefore restrict my comment to 20 words or less. One can only hope the pictures help rouse all of you from your 2000 year long sleep.” Signed: Disgusted, liberated Lady.

“I think she misses the point, but I think I get the message,” Tuttle said in an aside.

Replies are coming in ten to 15 a day since the mailing went out cross-country two weeks ago. Tuttle won’t close voting until the mail count declines. The committee this year is also studying ways to get

(Continued on page 72)

BIKINI BEAUTIES—Shall they, or shall they not, continue to decorate news wires and daily newspaper pages? The debate has begun again with an APME poll now under way. Meantime here are four—two from Sydney and two from Florida. Top, from left, Rhonda Stanton, Sydney, AP Wirephoto; Carol Heubner, St. Petersburg, Florida, UPI Telephoto; and Donna H. Sydney, UPI photo. Below, from the New York News, Corinne Braley of Miami Beach.



Television used to train newspaper ad sales force

Story & Kelly-Smith, national newspaper representatives, is currently using a video tape system, developed by Panasonic, to assist salesmen in their presentations. S&K-S is also studying ways in which use of the system can be expanded.

Howard C. Story, chairman of S&K-S, said the idea for the system grew out of a realization that "today's newspaper is produced by many electronic innovations." Recognizing this, Story approached the Panasonic company for advice on which system to use. Acting upon the Panasonic commendation, Story purchased a camera, a monitor, and several accessories.

"Each member of our New York sales staff" was trained Story said, "so he could act as a director/cameraman, 'talent', and critic."

Each salesman makes his standard sales presentation, which is recorded on a video tape. Story says, "Video tape works wonders in helping each man see his presentation habits. Instant replay gives on-the-spot opportunity for self-analysis and improvement."

Story said that because newspapers are produced with so many technological innovations, "it was natural for us to turn to an electronic development company" for answers on developing the system.

Story said that the equipment purchased was "so simple to operate" that it enabled salesmen "to concentrate on the sales presentation after a brief familiarization period."

Story said that he was "thoroughly satisfied" with the system, and that S&K-S is already studying broader applications for their equipment in our dealings with newspaper clients and advertiser/agency sales.

Story said that this included "planning to take a camera to a market" and make a tape for later presentation. He also said that the system could be used to "get something quickly to us by putting it on tape."



ON-THE-AIR—Kenneth E. Feeney, a member of the sales staff, trains the camera on Robert Deegan who is giving a sales pitch to S & K-S's executive vicepresident and general sales manager, Forrest W. Noble.



FINE TUNED—Howard Story, chairman of Story & Kelly-Smith, views a playback of a tape recorded presentation by one of the firm's sales representatives.

Panax offers regional ad insert printing

Panax Corporation has announced two executive promotions in the Detroit area of its operations.

Mortimer Feder, former president and general manager of Keystone Printing in Detroit has been named director of advertising and printing sales. His successor at Keystone as vicepresident and general manager is Larry Angelosante, who has been with Keystone since 1964.

According to Panax president John P. McGoff, Feder will be responsible for development of the "tremendous advertising potential and printing production facilities which Panax has to offer through our 3,000 subscribers in the Detroit suburban communities. Together with our printing plants throughout Michigan and Illinois, we have a unique combination with

great economic potential for Detroit and regional advertising."

"With an integration of both letterpress and offset, we have 50 press units to offer in a variety of combinations with full color capability in both web and sheet-fed systems," McGoff said. "Advertising supplements and special advertising campaigns in connection with our newspaper circulation penetration in the suburban communities can be tailored efficiently and provide great impact."

Reach million ads

The *Los Angeles Times* published its one-millionth classified ad for 1973 on Sunday, March 25. In 1972, The Times one-millionth classified ad appeared on March 30. The Times set a new record in 1972 with 4,322,865 classified ads.

Rural newsmen score lack of farm news

Some newsmen from rural America told Congress April 5 that reporters must do a better job in giving consumers the farmer's side of the food price story.

A challenge in recognizing direct ties between farmers and consumers cannot be met "as long as careless overblown rhetoric is permitted to perpetuate the frustrating search for a villain and the degrading clamor for a hanging," said Bill Mason, associate farm director of Chicago's WGN Radio TV.

"The consumer and the farmer are not adversaries" said Mason. "And to picture them as such is more than a graphic or typographical mistake—it is to risk some latent, but nonetheless lethal dangers for us all."

"For if by a wave of public reaction stirred by the bits and pieces of unrelated information we bring about a damaged or weakened agricultural system, the United States and the rest of the world will have paid in discontent and frustration a very high price indeed."

Joining Mason in testimony to Senate and House subcommittees investigating the food price situation were Lane Palmer, editor of the *Farm Journal* magazine of Philadelphia; and Terence L. Day of Pullman, Wash., assistant agricultural research editor at Washington State University and a former daily newspaper reporter.

"Agriculture is a metropolitan Cinderella who labors hard for urban America, but who works without appreciation," said Day. "That vital informational link of the farm beat has been plowed under or sent out to graze on the south 40 to be forgotten by most newspapers."

Board of Contributors to write op articles

Six Boulder, Colorado citizens, representing diverse viewpoints, professional interests and backgrounds, have accepted an invitation from the publishers of the *Daily Camera* to write two or three articles each over a year's period for publication on the paper's Sunday opinion page.

Norman J. Christiansen said choice of subject matter will be left largely to the contributors. Each member of the Board of Contributors will receive an honorarium.

Chosen to serve on the first panel, which will change at the end of the year, are a private planning consultant; four University of Colorado professors, teaching in the fields of electrical engineering, economics, religious studies, and English language.

The *Daily Camera* is a Ridder newspaper.

Ad-A-Cards accepted

The *Washington Post* has begun offering Ad-A-Card and Ad-An-Envelope to its Sunday magazine *Potomac*, and its Sunday comic section.

Washington bureau By Luther Huston

N.Y. DAILY NEWS

In a history of the *New York Daily News*, published in 1969 when the paper was fifty years old, there is a statement that the Washington bureau was never born but "Like Topsy it just grew." The annals of the bureau bear that out.

The seed from which the bureau grew was planted in 1932 when Capt. Joseph Patterson, one of the newspaper's founders, sent the late Dick Lee to Washington on a temporary assignment. Lee wrote a few stories and columns under the heading of "Capitol Stuff", and that is the heading that still appears above the thrice-a-week columns written by Jerry Greene, the present head of a staff of 14 of whom 10 are reporter-writers, all of them experienced professional journalists.

After Lee came John O'Donnell, assigned to Washington in March, 1933 to cover the inaugural of President Franklin D. Roosevelt. Plenty of news was breaking in the early days of the FDR administration, so Captain Patterson decided that O'Donnell should stay and he did until 1961 when he retired because of ill health.

Soon after he came to Washington, O'Donnell was joined by his wife, Doris Fleeson, also a reporter for the News, and they teamed together in writing "Capitol Stuff" under a joint by-line. They were divorced some ten years later but both continued to write for The News.

O'Donnell was officially named Washington Correspondent on Jan. 12, 1936 and was made bureau chief in March, 1942. In the meantime, however, he and Doris went to Europe in July, 1939 and remained there until early 1940 covering the outbreak of World War II. While O'Donnell was in Europe, other News reporters filled in, notably Fred Pasley and George Dixon.

"Topsy" grew to bureau size in 1942, with O'Donnell as chief, and Fleeson, Pasley, Dixon and a junior reporter named Frank Holeman, later to become president of the National Press Club, as the staff. During the war Virginia Pasley joined her husband in the bureau, but both returned to New York in 1945.

Ted Lewis came in as news editor in 1944 and succeeded O'Donnell as chief in 1961, taking over the "Capitol Stuff" column. Lewis was named chief correspondent in 1969, relinquishing the post of chief of bureau to Greene, but continuing to write "Capitol Stuff" until he retired in 1972. Greene, already well-known in the Washington press corps as an Associated Press correspondent, joined The News bureau in December, 1945.

In something of a reversal of custom and tradition, The News has recruited several of its principal editors from the Washington bureau. Mike O'Neill joined the bureau in 1956 and served for 10 years before moving on to New York as assistant managing editor, thence managing editor; William Umstead was news editor of the bureau for a couple of years before O'Neill took to New York as an assistant managing editor. Michael Clen-

din, who earned his way through Catholic University while working as a copy boy in the bureau, is now day city editor and Floyd Barger, executive editor, spent several months in the Washington bureau some few years ago.

Greene says that "we are blessed with having top executives wholly familiar with our operations and problems" and that works for a gratifyingly harmonious relationship between the bureau and the home office.

The present news editor is Frank Jackman, who also writes a special humorous column once a week for the Saturday paper. J. Stanley Carter covers the State Department, and Paul F. Healy, who came to the bureau in August, 1945 is the White House correspondent.

Jeffrey Antevil, David Breasted, Jerome Cahill, Frank Van Riper, James Wieghart and Ann Wood are the other "reporter-writers" on the staff.

As with other metropolitan morning dailies, the News has early deadlines so the staff has to start writing early in the afternoon. As a rule, the bureau covers eight or ten of the main Washington stories, which means that every staffer usually has an assignment. Mostly they stay in Washington although Healy goes off to

Moscow and Peking when President Nixon travels to those far places and Greene or someone else may cover a political convention or a campaign.

The News is a tabloid and doesn't have the wide-open spaces of its morning competitor, the *New York Times*, so the Washington staff writes paragraphs while Timesmen write columns. But the length depends on the importance of the story and if it is a really big story, the bureau hits it hard. As fast as copy comes in from Jackman on the news desk, it is processed and filed on the News' own printer circuit direct to the New York office.

Men-only press show is upheld by judge

A Circuit Court judge in South Bend, Ind. has reversed a ruling by the Indian Civil Rights Commission that required the South Bend Press Club to open its traditionally male football show to women.

Dolores Horwitz, a reporter for the *South Bend Tribune*, filed the suit.

The judge in reversing the commission ruling said he found that the club met all the tests emerging from cases brought under the 1964 Civil Rights Act; including the case of *Moose Lodge 107 vs. Irvis*, in which the U.S. Supreme Court held that the equal protection clause of the Constitution prohibited discriminatory action by the state, but erected no shield against private conduct.



Bureau Chief Jerry Greene and News Editor Frank Jackman, Washington Bureau, New York

Daily News. Photo by Pat Young.

EDITOR & PUBLISHER for April 21, 1972

By Mark Mehler

AMEX NEWS BUREAU

Three times a day, Monday through Friday, like clockwork, the communications room of the American Stock Exchange undergoes a transformation from a fairly serene place to what can only be described as "controlled pandemonium." The communications system, a division within the division of press relations, is referred to by those that work in it as the "nerve center" of the exchange operation. Unlike their larger neighbor, the New York Stock Exchange, where functions are highly specialized; one man, 22-year-old Craig Becker, presides over the may-

hem. Becker, with the somewhat nebulous title of "communications specialist" has the job of coordinating all information on AMEX and AMEX-listed securities (about 1,400) and getting that information to newspapers, wire services, and financial organizations.

His primary duties are editorial: writing and sending out three market leads daily over the exchange's PR wire. The "opening lead" goes out at 10:30 and is about 3-4 paragraphs, containing opening prices and volumes and early "movement" (heavily traded stocks). The "midday" lead goes out at noon and contains, in addition to the Dow Jones index, most active stocks, and net changes, a general statement on the market outlook ("brisk" or "sluggish") and why ("brokers said a rise in interest rates . . ."). The closing lead goes out slightly after the 3:30 market close and is the most comprehensive, composed of the closing index, advances, declines, and unchanges, and an end of the day wrap-up. It can run 9-10 paragraphs.

Becker's other major responsibility is running the phones, and that in itself is a full-time job. He is hooked up on a "hot-line" with Reuters and Dow Jones and the exchange floor, receives several calls daily from newspapers ranging from the *New York Times* to regional papers seeking information on companies in their areas, and is connected by phone to the exchange's "stock watch", a group of analysts who monitor the performance of listed securities.

He is also in constant contact with "listing reps," employees of the exchange who are assigned to listed companies as their liaison with the exchange. Should a stock start trading, for example, or some other irregularity exist, listing reps are fully apprised of the situation and in turn relay information to Becker for release. This goes back to the SEC "timely disclosure" rules, which require members of the exchanges to release to the public any information that might have an effect on the price of its securities or be a determining factor to an investor in choosing a course of action.

In addition, he writes a weekly summary on Friday and every 8-10 days collects information on nationwide business activity into a region-by-region round-up. In the tiny communications room, Becker is amid ringing telephones, teletype ma-

chines, CRT devices, clanking typewriters, and scurrying people.

"Over at the New York Exchange," he explains, "they don't need someone like me. Every major newspaper and wire service has its own market writer covering that exchange exclusively. In effect, they are the securities industry. Sure, they have press relations people answering phones and giving out information, but they are not relied upon to furnish market leads."



Becker (center) on the "hot-line" to Reuters.

Dave Kuhnert, assistant manager of the News bureau, was helping out answering the phones and calling in to the wire services all "block trades" (10,000 or more shares). "The stock market stops for nobody," he intoned. "Every day it begins and ends, and the next day we begin a whole new chapter. It's an exciting place to be."

Obviously, the busiest times in the communication room occur when a major story breaks involving an AMEX company; for example the recent VETCO incident. "Even if I can't answer all the questions that pour in," says Becker, "at least I can tell the party where to go to get it. What I am, essentially, is a funnel for information."

Becker outlined several changes in traditional reporting out of AMEX. "For one thing, we concentrate more on block trading, which is in vogue right now. And now, more than ever, we stress the principal of timely disclosure. Holding back or concealing information in any way from the investment public is a dangerous and potentially harmful thing. The rules of the SEC are somewhat vague, but are absolutely essential to maintain an orderly market."

The communications department is due to get automated equipment under a proposed 3-year program. "The computers will save me a lot of valuable time," says

Becker. "Instead of punching out every stock price manually or watching for it on the ticker, I will have all the precise information I need right at my fingertips."

One improvement is the coming of the computerized surveillance system. Quarterly company statements will no longer be filed in a vast paper file, but will be entered in a data bank base and checked against previous company financial figures. If they are inconsistent, the computer will reject them.

One final activity which goes on in an adjoining room is the broadcasting of stock prices to radio and tv stations. This is usually done by secretaries, who are really not secretaries, but editorial assistants.

"Our job," says Dave Kuhnert, the only

staffer with a public relations as opposed to a press background, "is to put all the information coming out of the exchange together into readable, interesting form. We try to tell the media what is happening and why . . . what we don't do is tell them what to buy . . . that we leave to the pundits."

At 12:15 things began to slow down a bit. Craig Becker breathed a sigh of relief. He looked a little flushed. "How about lunch," I queried him. "Maybe," he said, "when I get a few minutes."

Florida high court bars closed school meetings

The Florida Supreme Court ruled out secret meetings of school boards in a 4-3 decision handed down April 6.

Reversing itself in order to close a loophole in the government-in-the-sunshine law, the court ruled that every meeting of a local school board must be open to the public.

The court in a previous decision had permitted school boards to handle so-called "Quasi-Judicial" matters behind closed doors. The decision was appealed by the *Florida Times-Union*, *Gainesville Sun* and *Miami Herald*.

Pa. paper finds additional newspaper computer uses

By S. W. Calkins, Jr.

Computer applications in advertising began for the most part in cooperation with the accounting department, namely in the preparation of billing and the policing of collections.

The Bucks County (Pa.) *Courier-Times* computerized billing and collection system includes classified display and retail contract billing with transient classified billing on the list for the future. In addition, we generate a quarterly media records type report. We also utilize computerized reports to establish sales quotas and maintain an accurate assessable history of advertising lineage for the advertising sales staff.

To understand the most recent innovations in technology affecting the newspaper industry, and particularly the advertising department, it is necessary to explain the introduction of the Letterflex direct printing plate system.

Our testing began in 1969. The reasons were simple. We had a Goss Headliner Mark I letterpress, vintage 1960, in our *Courier Times* plant and our sister newspaper, the *Beaver County Times* had a Metro offset press. As of 1968, we found ourselves in the position of producing combination lineage with our sister newspaper, and wanted to take advantage of the economics of cold type.

Consequently, on Monday, May 11, 1970, we became the first paper to print 100% Letterflex. The success of our conversion led us to converting our *Beaver County Times* operation in July of 1972.

100% cold type

Several weeks ago, I made a trip to the research laboratories of the W. R. Grace Company and learned of additional progress coming in the very near future. The Letterflex system not only allowed us to eliminate engraving which we had tried for a short time, it allowed us to introduce the cold type system 100% in composing and has had a tremendous effect on the economics of our operations. I must add that the system is preferred by our personnel because it is much easier to work with the lighter plates.

Sometime in the spring of 1968, our circulation director, data processing director and I sat down to discuss the potential of building a computerized circulation solicitation system. We then built a census file of all the households in our market areas and cross-referenced the file with the subscriber file. This work was accomplished between 1968 and 1970.

By October of 1970, the system was operational in our Bucks and Burlington newspapers. The census was established by a street by street survey by our own personnel and the subscriber list was compiled through the carriers by our personnel. The system has become a total market coverage substitute for direct mail.

As for the composing room, we know that for a number of years computers have been available to perform the hyphenation and justification functions thus increasing the productivity of TTS operators. In 1968, our Burlington County Times cold type offset operation developed, in conjunction with the ANPA and David Reed, the first classified alphabetized system with storage and regeneration of classified advertising on a daily basis. This is very significant since previously hot metal had had an edge when it came to set solid advertising. This system made cold type really work in set solid as well.

Training required

The introduction of optical character readers, in our case a Compuscan system required the training and cooperation of all our personnel. The actual conversion in November, 1972 took two weeks to reach 100%. It was successful because of the time and effort put in to proper training. Personnel in both classified and news departments received new IBM typewriters. Most of them were happy with them. As far as advertising classified ad takers are concerned, the system enables them to control their own copy. There is no re-perforation or proofreading in the composing room thus the economic savings.

We are currently awaiting the introduction of visual display terminals to be installed for both classified and news use. In the future, we hope to coordinate billing information between our Tal-Star production computer system and the IBM 370 accounting computer system which we will be installing next year.

Prize drawing

The most recent applications of computer technology in our operations include the introduction of a prize drawing whereby we award prizes donated by our advertisers to subscribers who are picked at random by our computer. We promote this prize drawing through house advertising. Incidentally, it is not a lottery since non-subscribers may enter the drawing by filling out a card they can pick up wherever our newspapers are sold.

We also utilized the system to introduce a Sunday coupon promotion whereby, with the advent of our Sunday newspapers, our advertisers supplied merchandise and we gave coupons redeemable at the selected accounts to our charter Sunday subscribers. This was accomplished during February of this year. The first edition of our Sunday newspaper was March 18, 1973 and prior to the first edition, we had 22,500 subscribers signed up through the coupon promotion of 25¢ a week. We hope to use the computer system for future circulation promotion if the results of our survey of the coupon advertisers from our

Sunday promotion is as favorable as we anticipate it will be.

Our computerized circulation solicitation system, market research, prize drawing coupon promotion capabilities will be operational at our *Doylestown Intelligence* operation in April of this year. The same system will be introduced to our *Beaver County Times* operation in Western Pennsylvania in the fall of this year.

We contemplate the utilization of the system in our *Homestead News Leader* operation in Florida in 1974. This is predicated on an investment in an IBM 370 computer system.

S. W. Calkins is vicepresident and general manager of the Bucks County *Courier-Times*, Levittown, Pa. The article is excerpted from a speech he gave at the PNPA-IAMA Display Advertising Conference, March 29 at Harrisburg, Pa.

Ohio papers combine, switch to six-column

January and February were hectic months for the staffs of the *Western Hills Press* and *Price Hill News*.

The suburban Cincinnati weekly switched to the six-column format, combined publication dates on Wednesday introduced a common feature section made a special pitch to apartment dwellers, combined classified ads and took brief moment for a celebration before getting back to the changes.

The wide-column format was introduced Feb. 14 after several months of planning and some experimenting. Two special sections earlier used the wide columns and met with community approval. Two weeks before the change, a four page promotional explaining the format was included in the regular papers.

This contained two pages for comparison—one on eight columns and the same page remade for six columns.

The changes came in the aftermath of the purchase of the Western Hills Publishing Co. by Synercom Communication Inc. of Birmingham, Mich. They were initiated by John W. Reddy, the new president and publisher of Western Hills Publishing.

Nebraska news sources are protected by law

Nebraska Gov. J. J. Exon signed legislation April 10 to protect newsmen from being forced to reveal confidential sources of information.

However, the governor said later he would have vetoed the bill had not its sponsor, Omaha Senator John Savage, a retired *Omaha World Herald* photographer, agreed to introduce a new bill during the current session containing suggested amendments.

The Governor objected particularly to the lack of an exact definition of a reporter in the bill and the lack of a requirement that reporters testify in court if they personally witness a serious crime. He also requested the new bill include provisions on the sale and distribution of pornographic material.

Book review

By Hillier Kriehbaum

Harold Evans, "Newspaper Design: An Illustrated Guide to Layout." Holt, Rinehart and Winston, New York. \$11.95.

Harold Evans, dynamic editor of *The Sunday Times* of London, has worked for British provincial papers as well as on Fleet Street, spent months in the United States on a Journalism fellowship and as adviser to the Gannett Newspapers, and fought in the Far East. This diversity of background knowledge came through in the most recently published of his projected five volumes on journalism; it is a detailed look at page make-up of newspapers around the world.

Evans believes that newspaper design is not a poultice that can be applied to a poor news product or a bright wrapping that can package a slick news exhibition. He says that a newspaper is "a vehicle for transmitting news and ideas" and design is "an integral part of that process." He feels that a designer may "mix" include text type, display type, photographs, line work, white space, and a sequence of pages. Thus, Evans believes, that "newspaper design cannot begin to exist without news and attitudes to it: without something to express to a defined audience."

The London editor favors innovation in efforts to improve newspapers, as he makes clear in this quotation:

"In many countries television and radio at least the morning newspaper of the surprise of announcing the unpredictable. At any point in a front page make-up of telegraphic headlines, with or without supporting text, when news is no longer news by the time it is read? If there is not—and it is a matter of debate which in part turns on the nature of the newspaper's competition and its readership—then the newspaper's front page is chance and ought to chance in content, and hence in design. For instance, if a community or a nation is convulsed by the news of a legal judgment (as America was by the judgments in the My Lai massacre), then a front page which merely announces the news details almost everybody knows is useless.

"If what is wanted is comment, interpretation, discussion, then that, it can be argued, is what should be given as priority on the front page—without turning aside to the 'feature' or 'opinion' pages. And that kind of content needs different headline wording and different display treatment; the headlines, their wording, and their display style for hot news will not do. They are too crude, too unsubtle."

The book reproduces the long-secret design for the evening newspaper that the *New York Times* contemplated in 1967. Evans says that it would have "boldly carried" a combination of news and features. In the middle three columns of the six-column dummy is a "Viewpoint" article by George Ball on "The Lessons of Vietnam" plus an "Of Our Time" feature "Is the Hippie an Updated Flapper?"

Much of the rest of the front page is hard, spot news.

Although the author says design awards have brought improvements in both American and British journalism, he contends that "the Americans are certainly too complacent in the judgment that standards are now so high that the Ayer Cup Award can be safely discontinued."

The book is extensively illustrated—and from papers all around the world. Far more American pages are included than one would anticipate in a book published under the auspices of the National Council for the Training of Journalists in the United Kingdom. Evans was aiming at a wider audience and he deserves to get it. Unfortunately, a few of the reproductions, a couple being in the elaborate historical chronology to illustrate trends in front page design, are not as sharp and clear as the vast majority.

* * *

The increasingly frequent confrontations between government and press during President Nixon's first term are the culmination of a 25-year trend toward tighter governmental control of the news media, according to John Hohenberg, the administrator of the Pulitzer Prize. Hohenberg advances this view in an epilogue written especially for the paperback edition *Free Press, Free People* (the Free Press, a division of Macmillan Co.)

"Although the Nixon administration of 1968-72 bears much of the blame for governmental attacks on the press, and clearly neither President Nixon nor Vice President Agnew can plead innocent to an antipress bias, the problem did not originate with them," he writes. It originated when the invention of nuclear weapons added a new dimension to the problem of national security. For the first time laws were passed which legalized advance censorship and prior restraint of publication.

Every president since then has used national security as a rationale for restraining or manipulating the press, says Hohenberg. Truman had many supposedly sensitive documents overclassified to keep them from public knowledge. Eisenhower went further, ordering the Pentagon to issue only information which was favorable to the mission of the armed forces. During the U-2 incident of the Eisenhower years, the Bay of Pigs invasion under Kennedy and throughout the Vietnam War, high government officials have been authorized to issue deliberate misinformation to the public.

While Hohenberg believes that "the adversary relationship between press and government is necessary to self-government," he finds the current level of tension detrimental. The press is bound to hesitate in sensitive areas, he says, if only to protect itself from the crippling expense of carrying a case to the Supreme Court. He believes reconciliation will probably have to wait until Mr. Nixon leaves the White House.

Weintal will set prize for foreign reporting

The Edward Weintal Journalism Prize for the best news, magazine or electronic reporting on foreign policy and diplomatic affairs, has been established by the will of Edward (Teddy) Weintal, former Polish diplomat and *Newsweek* diplomatic correspondent. Weintal was killed Jan. 24 in a horseback riding accident in Washington's Rock Creek Park.

At the time of his death he was a special assistant to Frank Shakespeare, director of the U.S. Information Agency.

The prize, of at least \$5,000, will be awarded annually by a panel of journalists. The current panel includes Charles Bartlett of the *Chicago Sun-Times*, Marvin Kalb of CBS News, and Hugh Sidey, of Time-Life. The will directs that the panel give particular attention to courageous reporting or interpretation of foreign affairs.

Weintal's will also creates a fund to maintain one or more scholarships at Georgetown University's School of Foreign Service. The president of the University will serve as an ex officio member and administrator of the awards panel.

Shatzman and Neilan share re-cycling awards

Announcement of the winners of the NASMI Media Awards for 1972 was made at a special Recycling Recognition Luncheon, sponsored by the National Association of Secondary Material Industries on April 9 (Earth Day).

Awards were presented for outstanding coverage of developments in resource recovery and recycling in such journalistic categories as newspapers and weekly magazines, business and industrial papers, environmental publications and radio and television.

Because of the high quality of the entries in the competition, the judges decided to share the \$1,000 awards in each category between two candidates, according to Robert Ruch, president of NASMI's Educational and Research Foundation, sponsor of the awards.

In the category of general newspapers and magazines:

First Prize was shared by the *Philadelphia Bulletin* for the work of reporter Marci Shatzman; and by Copley News Service for the articles on recycling by Edward Neilan.

Newsrack ordinance

The Redondo Beach, California city council adopted a newsrack ordinance April 2 that gives any city officer the authority to remove and store any newsrack that unreasonably impedes the flow of vehicular or pedestrian traffic. The newsrack ordinance governs the size, weight, condition, placement and number of newspapers that may be placed on public sidewalks. The ordinance is aimed at curbing offensive publications and not as any form of censorship, the councilmen explained.

Editorial workshop By Roy H. Copperud

WORD-WATCHING

L. L. Cavanaugh, director of public relations for the Minneapolis Star and Tribune Company, has called my attention to an editorial that appeared in the *Star*. It follows:

"A word-watcher of our acquaintance has come up with what he calls his 'watch-it list for 1973,' a compendium of words and phrases that he feels should not be used, or that should be used less frequently and more carefully, this year.

In the belief that the list is a sort of flash photo of part of the English language at this moment, we pass along some excerpts:

"*Thrust, clout, and muscle; rationale; obtains* (for *exists* or just plain *is*); *viable; fun* (as an adjective); *ambience; structure* (as a verb); *implement* (for *do* or *put into practice*); *echelon* (for *level*); *finalize; simplistic* (for *simple* or *naive*); *fault* (for *find fault with*); *publicitywise, public-relationswise* (and all the other damned *-wise*s); *input, output; hang-up.*

"Some others: *affluent* (for *wealthy* or *rich*); *presently* (for *now*); *utilize* (for *use*); *cool* (as an adjective meaning *delightful, attractive, or swinging*); *aprobation* (for *approval*); *infrastructure; convince* (for *persuade*, and vice versa); *incisive* (for *brief, short, appropriate*); *surface* (as a verb); *terminate* (for *end*); and *image, image, image* (for *appearance, reputation, esteem* or lack of it)."

Many of these are what Fowler dubbed *vogue words*; that is, expressions whose use becomes a fad, causing them to be employed *ad nauseam* by the indiscriminating and imitative. The list shows well-developed powers of observation, though I was sorry to see *interface* and *continuum* left out of it.

A few of the words are slang (*hangup, cool*). It is in the nature of slang to be overused and then to disappear, a victim of boredom, except in rare instances (*blizzard*) when it fills a need. I see no future for *cool*; it seems already to be on the wane. But *hangup* is more likely to entrench itself.

One of the most disagreeable of slang phrases, in my opinion, is *put it all together*. This becomes a blanket description for any kind of achievement, no matter how trifling or ill-defined. I find it objectionable because it seems to imply Herculean effort, and yet is oftenest applied to little or nothing. I suppose I form my opinion of a slang expression by my idea of the people who use it most. If it seems to appeal especially to muttonheads, I inevitably come to disdain it. The same people who say *put it all together* also like *blow my mind*, an expression I described earlier as favored by those who appear to have no minds to blow.

Pre- seems to be the newest superfluous prefix: "Nixon ordered the bombing without prediscussion with anyone." The way

for this was paved by *precondition* ("No preconditions were set"), another redundancy.

What it's all about is another sickening specimen, displacing *purpose*. And that which possesses some novelty becomes, revoltingly, *a whole new* (something or other). Fewer people, thank God, are *telling it like it is*. Perhaps the rest have discovered that the conspiracy to misrepresent or conceal that the phrase implies seldom exists, and so the expression as it is oftenest used is nonsense. No. 469

Illinois house passes news source bill

The Illinois House passed and sent to the Senate April 6 a bill that would allow newsmen to keep their sources confidential.

The bill applies only to protection of sources and could not be used when a reporter witnessed a crime or an accident.

The measure would allow courts to compel newsmen, on threat of contempt citations, to reveal their sources only in libel and slander suits.

Rep. Paul Findley (R-Ill.) who spoke to the annual meeting of the Illinois Press Association, and who is publisher of the *Pittsfield Pike Press*, said he dreaded rushing into a shield law for fear "such so-called protection would be a greater harm than recent court rulings that sent reporters to jail for refusing to disclose sources." Findley had introduced a bill to shield newsmen from disclosing their sources.

He said absolute shield laws which would offer newsmen unconditional protection, lead to the problem of defining exactly what constitutes a reporter. He thought it highly unlikely a professional newsmen can be defined by statutory language.

He observed that a possible solution to the problem was to take the issue to court again and again. "I think" he said, "the decision of respected reporters to go to jail is noted by the courts and strong efforts by the press could change court opinion."

San Juan Star editor sweeps press awards

San Juan Star city editor Manny Suarez has won the 1972 Eddie Lopex Journalism Award of the Overseas Press Club of Puerto Rico.

Suarez also won the spot news award for a five part series on the Tel Aviv massacre, where a number of Puerto Ricans were killed and wounded, and the award for outstanding reporting on a Puerto Rican topic published outside the island, for an article he wrote for the *New York Times*.

Shelby Star completes move to new building

The *Shelby* (N.C.) *Daily Star* is moving into a new building that was built in two phases over a 30-month period.

Just completed is a 14,508 square foot addition to the 7,608 square foot press room, camera room and mail room. All other functions of the *Star* were moved to the new location in a single weekend.

The first phase of the modernization began with construction of the press camera-mailing-paper storage areas and the installation of a five-unit Goss Urbanite press with a capacity of 40 pages. The press has full color capacity.

Simultaneously with the new press building, Compugraphic units were installed in the existing composing room where pages were made camera-ready and transferred to the camera room in the new facility. Meanwhile, planning continued on a complete switch of the *Daily Star* operation to the new location.

The *Daily Star* was founded in 1894 by the late Clyde R. Hoey, governor and U.S. senator. It became a daily newspaper in 1926 after 29 years of being the *Cleveland Star*.

The late Lee B. Weathers, editor and publisher from 1911 to 1958, built the newspaper's second plant at 217 East Warren Street. His son, the present publisher, Henry Lee Weathers, has planned the new building at East Graham Street.

In addition to the publisher, two third generation members of the publishing family are employed by the *Daily Star*. Henry L. Weathers, Jr. is assistant advertising manager, and Jim Weathers is the city beat reporter.

Ned N. Smith is general manager, and Jerry C. Ausband is editor.

Color line ad sells three condominiums

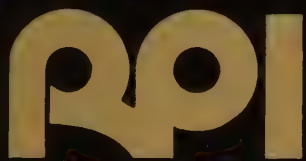
Two eight column-150-line ads produced by the line process and appearing in the *Chicago Tribune* helped to sell three luxury condominium apartments in Illinois.

The Frank L. Beam Advertising Co., users of newspaper space only in its advertising programs received a telephone commitment from a California company whose executives had seen the *Tribune* ads.

The ads, which ran in spread fashion over 16 columns, were for Hollywood Builder's Colony Country, a condominium development near Mount Prospect, Ill.

Beam said the commitment from the west coast company, which was arranging for the condominiums for executives moving to the Chicago area, amounted to \$150,000 in sales.

The Colony Country Development, estimated to cost \$100 million, is built around a country club golf layout.



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Star-News
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Sunday
- San Jose
Mercury News
Mercury News
Morning
Evening
Sunday

COLORADO

- Boulder
Daily Camera
Camera
Evening
Sunday

INDIANA

- Gary
Post-Tribune
Post-Tribune
Evening
Sunday

MICHIGAN

- Niles
Star
Evening

MINNESOTA

- Duluth
News-Tribune
Herald
News-Tribune
Morning
Evening
Sunday
- St. Paul
Pioneer-Press
Dispatch
Pioneer-Press
Morning
Evening
Sunday

NEW YORK

- New York
Journal of Commerce
Daily

NORTH DAKOTA

- Grand Forks
Herald
Herald
Evening
Sunday

SOUTH DAKOTA

- Aberdeen
American News
American News
Evening
Sunday

WASHINGTON

- Seattle
Times
Times
Evening
Sunday
- Walla Walla
Bulletin
Union-Bulletin
Evening
Sunday

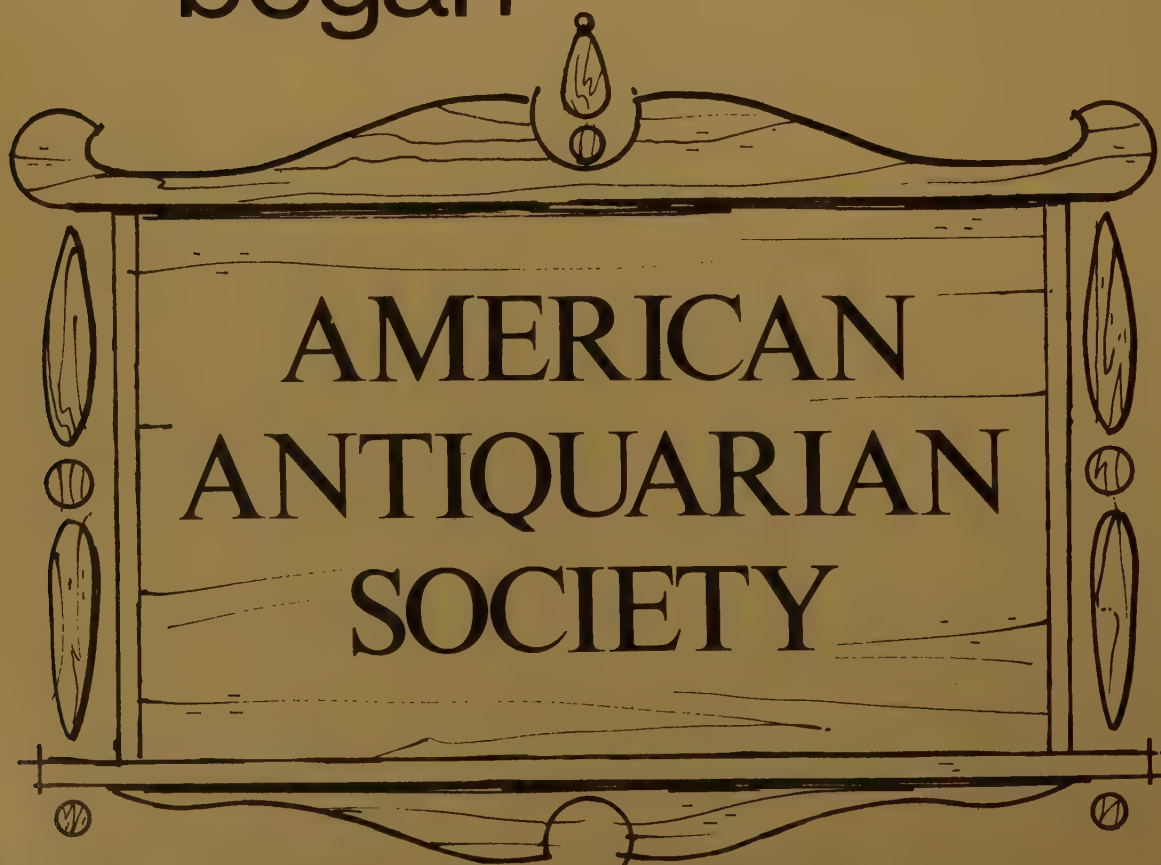
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- Twelve U.S. president's were members and Calvin Coolidge was the American Antiquarian Society president from 1929 until his death in 1933.
- Further information is available from the American Antiquarian society re its newspaper collection.

This message sponsored by the

WORCESTER TELEGRAM & GAZETTE

Press laws studied by police officers

Law enforcement officers in the city and county of Sumter, S.C., completed last semester what may have been the first college-credit course in press law in the United States.

Both the officers and the instructor, Dr. Reid Montgomery of the journalism faculty of the University of South Carolina, agreed that the material was relevant for police officers.

A class of 15 men, including Police Chief L. W. Griffin of Sumter, Sheriff Byrd Parnell of Sumter County, and Police Chief C. V. Singleton of Manning, had been enrolled previously in courses in criminal justice at Palmer College for two years.

Two of the courses taken at the University in the new sequence of classes were press law and public relations, both taught at night in Sumter by Dr. Montgomery, who makes the 90-mile round trip twice a week.

An illustration of the relevance of the course in press law was the time when, by coincidence, the sheriff was participating in a case which had a change of venue because of pre-trial publicity just as this chapter was being studied in the press law class. Needless to say, the point of view of the press and of the police officers was not identical.

Another illustration was the discussion of *Mapp v. Ohio* in regards to privacy. In criminology this deals with admissibility of evidence. In press law it deals with the broader aspects of privacy.

Press relations examined

One of the things the officers did was to invite Hubert D. Osteen Jr., executive editor of the *Sumter Daily Item*, to discuss the newsman's side of police-press relations.



Hubert D. Osteen, right, executive editor of the *Sumter Daily Item*, talks before a class in press law attended by law enforcement officers taught by Dr. Reid Montgomery of the University of South Carolina.

After the visit, the law enforcement men completed a questionnaire on their views of press relations. All the men were careful to point out that they got along well with the local daily staff. With other newspapers and media generally, they did have some comments.

One major comment was that reporters were in such a hurry to get information about a crime that they don't give investigating officers time enough to get enough real information for a story.

Another comment was that reporters sometimes fail to check out carefully all sources of information before dashing on the air or into print. Sometimes, as in a television news cast mentioned, they make such errors as referring to student-administration conflicts at a black school as being at a "racially-disturbed" college. It was in fact not a race matter at all.

Another "wish they wouldn't" for the policemen was taking information from hearsay sources, such as a story that said a policeman was going at an excessive rate of speed in a residential district. This came from a citizen and was reported without checking with police headquarters.

Probably a comment made in many sectors is the one that the press plays up too much the negative aspects of police work,

and does not report enough the crime solved. Also, when a former policeman commits a crime, the press seems to delight in the use of "ex-policeman," the class in Sumter reported.

One officer in a responsible position said that he always wrote out his statements to the press. Otherwise, he said "you might not always recognize what was reported in the press as your words."

Sometimes when officers are talking with the press, they are not clear as to whether it is an informal conversation, or talk for release in the press.

High cost of houses examined by weekly

A 12-page tabloid news supplement to the seven weekly newspapers in the *Princeton* (N.J.) *Packet* group graphically illustrated the plight of middle income families in the region's inflated real estate market.

"The Housing Crunch" was inserted in the combined 25,000 circulation issues of January 3 and 4 and continues to yield positive reactions and requests for extra copies more than three months after its publication.

"Crunch" writer-researcher Jane Kerney of the *Packet's* news staff spent more than 20 hours interviewing and gathering data from housing, building and economic experts on every level of government as well as from architects, ecologists and builders. She was later invited to be a panelist at a special Somerset County planning board symposium on housing and the environment.

The "Crunch" illustrated the plight of the typical wage earner in the region's housing market without an editorial. Instead, the point was made with hard data drawn from federal census income files and matched with sales literature provided by local builders. For example "The Crunch" showed that the 73 per cent of Mercer County families grossing less than \$15,000 annually could not afford the cheapest new house in the county which was priced at \$38,000.

The supplement included interviews with area garden apartment dwellers whose high rents and moderate income virtually eliminated their hopes of saving for a down payment on a new home. Further research revealed that only one per cent of homes in the county were up for sale; a healthy real estate market normally sees four or five per cent of homes available.

The "Crunch" also carried essays written by local experts who offered their perspective on the housing situation. Writers included a local architect, planning board chairman, director of a tri-county regional planning agency, and the director of an ecologically-oriented, independent watersheds association. Several members of The *Packet* news staff added anonymous accounts of their own experiences in the local housing market.

Packet group editors are planning more in-depth reports on school construction policies and costs, juvenile justice, mass transportation and innovations in education.

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Altoona Mirror

How many businesses do you know that publish their customer complaints?

Newspapers do.

That's our business.

Opposing views needn't mean wrong. Just different. And, as most of the nation's 1751 daily newspapers have found out, there's nothing wrong with that. Different often leads to better.

We know that's true of the 53 Gannett papers. Our editors and publishers are responsible for what they print, in news and on the editorial page. That's the only way we'd have it. After all, who knows local community needs better than local people?

But we can't hope to mirror everything our readers think. So we've made our editorial pages a kind of community soapbox. Fact is, last year alone over 80,000 Gannett readers in 16 states

and Guam wrote to our editors, often to tell them where to get off. Not that we mind.

We think listening to our readers helps us to make good newspapers better. But we have other ways, too. Like the headquarters staff of experts we keep, ready to go when help is sought. Where improvement is needed. In marketing, production, finance, any phase of newspaper management.

We're helping our communities grow by listening to them. And we're growing in the process, and will as long as we deserve to. What our readers think does make a difference. Write on.

Corporate Secretary, Gannett Co., Inc.,
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GUAM • Pacific Daily News • Pacific Dateline

HAWAII • Honolulu Star-Bulletin

IDAHO • Boise Statesman

ILLINOIS • Danville Commercial-News • Rockford Morning Star
• Rockford Register-Republic

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MICHIGAN • Battle Creek Enquirer and News • Lansing State Journal
• Port Huron Times Herald

NEW JERSEY • Camden Courier-Post • Plainfield Courier-News

NEW YORK • Beacon News • Binghamton Evening Press • Binghamton Sun-Bulletin
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Journal • Newburgh Evening News • Niagara Falls Gazette • Rochester Democrat
and Chronicle • Rochester Times-Union • Utica Daily Press • Utica Observer-Dispatch

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TEXAS • El Paso Times

VERMONT • Burlington Free Press

WASHINGTON • Bellingham Herald • Olympia Daily Olympian

WEST VIRGINIA • Huntington Herald-Dispatch • Huntington Advertiser

Parade makes



A far-out idea for space. In 1966, PARADE published an open letter to President Johnson proposing joint U.S.-Soviet flights for the peaceful exploration of outer space. Last year, President Nixon co-signed the space agreement with the Russians, and the first astronaut-cosmonaut teams are in training together right now.

"Mr. Nixon, meet Mr. Brezhnev." Just prior to the President's visit to the Soviet Chairman, PARADE's Lloyd Shearer prepared the most complete story up to that time on the least-known of the world's leaders. It appeared when Nixon and Brezhnev were linked together in front page headlines and helped Americans to better understand the top man in the Kremlin.

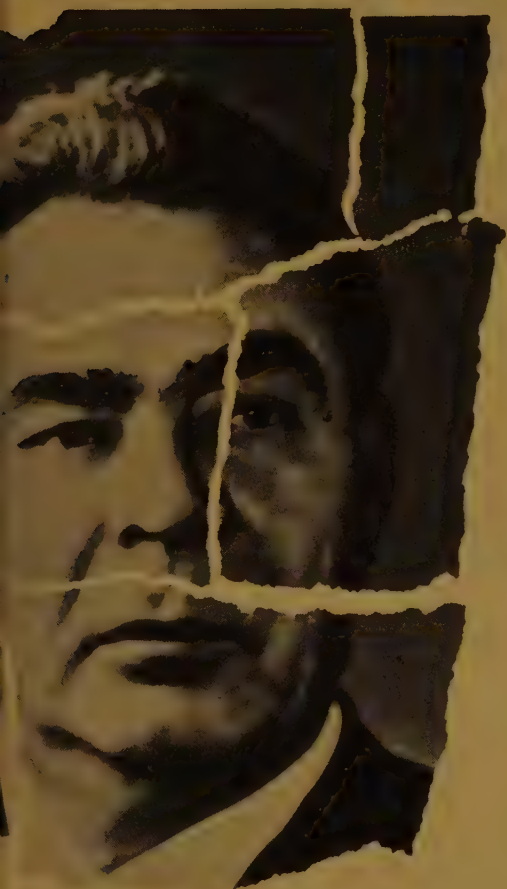
Hot Line to Moscow.

In 1960, PARADE's Editor Jess Gorkin proposed a direct line between the White House and the Kremlin. In 1963, after a three-year editorial campaign, the hot line was established, with a letter from President Kennedy to Gorkin thanking him for the idea. In 1969, PARADE proposed a Washington-Peking hot line. Reader reaction has favored the suggestion, which is being considered.



The future of U.S.-Japanese relations. In the first interview Premier Tanaka granted Western journalists, he gave PARADE exclusive and revealing insights into Japan's views regarding key issues like trade balance, currency, U.S. bases and nuclear weapons.

Things happen.



"Patients" who should not be in mental hospitals. In a dramatic three-part series, PARADE exposed illegal and inhuman commitment practices. As a result, drastic changes were made in mental hospitals in a number of states, including Illinois, Indiana and California. The series received an award from the National Association for Mental Health and high praise from professional organizations.



Jack Anderson on the "Anderson Papers." PARADE Bureau Chief Jack Anderson gave readers his reasons for turning the Administration's minutes on the India-Pakistan war into the most celebrated

"secret" papers since the Pentagon Papers. (PARADE readers were also the first to read of the Pentagon Papers existence.)



These are just a few of the many instances where PARADE stirred things up . . . made things happen. People respond to our kind of innovative and probing reportage. They read PARADE because they know they'll find new and up-to-the-minute news in America's largest general interest weekly.

Parade

in 101 major newspapers with 17,800,000 circulation every Sunday

Ad revenues gained 9.3% in January

The Bureau of Advertising's review of January ad revenues for daily newspapers shows an increase of 9.3% over the same period last year. The figures were assembled for BoA by Media Records.

The largest increase was recorded in classified ads, up 20.6% over 1972. The largest single category, retail advertising, gained 5.3% while national advertising was up 2.9% over last year.

The Bureau noted that while there were five Sundays in January last year, there were only four this year.

The figures were collected in 64 cities, nationwide.

Ad Expenditure Trends January 1973

A summary of newspaper advertising for the month in 64 cities.

Classifications	1973 (000) Omitted	1972 (000) Omitted	Change	
			Dollar (000) Omitted	% Change
Retail	\$143,003	\$136,492	+ 6,511	+ 4.8
Department Stores (Included in Retail) ..	37,834	38,146	- 312	- 0.8
General	36,055	35,643	+ 712	+ 2.0
Automotive	6,860	6,337	+ 523	+ 8.3
Financial	13,533	11,863	+ 1,590	+14.2
Classified	79,840	66,224	+13,616	+20.6
Total Advertising	279,611	156,559	+23,052	+ 9.0



Move in on 406,000 Home Owners.

People in the Buffalo area really belong. More than 406,000 of them own their own homes. And home owners buy products. More products than any other group. How to sell them? Through the Buffalo Evening News.

The Buffalo Evening News gives you more coverage for less cost than any other local advertising medium.

The 1972 Simmons Local Index says it: The News provides 56% coverage of adult women. That's just one issue. Run your ad five times and you will come to 75% coverage of the women in the Buffalo ADI. And women are the major decision makers in purchases for the home.

Check your new Simmons Local Index. Then move in on the Buffalo area home owners. You'll receive a great welcome.

BUFFALO EVENING NEWS

Represented Nationally by Story & Kelly-Smith

N.Y. Pressmen want mediation assistance

William J. Kennedy, president of New York Pressman's Union No. 2, has requested state and federal mediation assistance to break an impasse in the union negotiations with the city's three major dailies.

Kennedy said April 14 he was specifically requesting the assistance of Vincent McDonnell, chairman of the State Mediation Board, and Robert E. Kennedy, commissioner of the Federal Mediation and Conciliation Service.

He said the snag in negotiations involved non-economic matters and the problems relating to the operation of the New York Daily News' new plant in Queens (E&P April 14) had been resolved.

Meanwhile, talks continued this week between the New York Times, New York Post, and Daily News, and eight other unions whose contracts expired March 31. No progress has yet been reported in those talks.

Editor is cleared in drug list case

Receiving stolen property conviction against Los Angeles Free Press editor Arthur Kunkin, and former reporter Gerald Applebaum were overturned by the California Supreme Court April 2.

The convictions resulted from publication by the Free Press of an address list of undercover narcotics agents. The list, printed in the Free Press August 8, 1969, had been supplied to the paper by an employee of the California Attorney General's office.

The court ruled that the state had presented "insubstantial evidence" that the two knew the list was stolen. It also discredited the contention that they should have known the list was stolen because of their "awareness that publication might cause trouble."

However, the Court said that the publication of the list was "just cause for outrage of defendants' gross and callous responsibility."

The Star-News... the newest, oldest newspaper in The Nation's Capital



It was July, 1972, when The Evening Star, founded 1852, purchased The Washington Daily News and became The Star-News, beginning an impressive growth record:

—Greatly expanded editorial content.

—An increase of 5 million lines of advertising in just 8 months.

—A circulation growth of more than 110,000 daily. There is more to come.

The Star-News continues its dramatic gains in circulation and advertising.

And we are now the nation's largest newspaper to be 100% photocomp and plastic plate. The Star-News is making news while it records it.

THE WASHINGTON STAR-NEWS

Responsive . . . Responsible to The Nation's Capital

Washington, D.C.

NC paper grows using OCR unit

During 1972 the *Wilmington* (N.C.) *Star-News*, a daily with a circulation of 36,000, increased its total production by an average of 114 pages per month over the previous year, without any additions to the production staff.

Instead, production manager George Hutchinson purchased a CompuScan 170 Optical Page Reader System supervised by a Data General Corporation minicomputer.

According to Hutchinson the minicomputer-based OCR system can not only handle the current production rate, but it can also accommodate anticipated future growth.

"We would have had to hire at least four more Teletype operators to handle just last year's growth," he says. "With this system we've cut keystrokes on locally generated copy by 50%."

Convert text to tape

Now news reporters and classified ad takers type original copy on conventional IBM Selectric II typewriters equipped with a standard printing and publishing font. An optical scanner converts this typewritten text to clean computer tape at the rate of over 5,100 characters per minute.

The six-level TTS tape is then run into the Star's IBM 1130 which controls the newspaper's Photon and Compugraphic phototypesetting machines.

The Data General Nova 1200 minicomputer which supervises the system has the necessary software to allow a typist or editor to make copy changes quickly and easily. CompuScan's OCR 170 provides five different editing and correction modes, both online and offline.

The CompuScan Optical Page Reader System, now in use by over 90 publishers and printers, consists of a desk-sized scanner console and a set of peripheral devices. The precision optical scanner has a solid-state electronic read head and a recognition program. No precision focusing is required since the problems of broken character scanning and curve tracing are overcome. The console also features a CRT display for visual editing; a retractable keyboard for online editing and an optical display.

Peripherals include a high speed paper tape punch, a high speed paper tape reader, magnetic tape, telephone modem and a stack feeder.

Coin awards set

The Numismatic Literary Guild and the Medallion Art Company, of Danbury, Conn., have announced an annual contest for coin columnists who write for non-numismatic publications. Prizes included silver and bronze medals cast by Medallion Art.

Deadline for submission of columns is April 30 for this year's award.



PHOTO COMP EQUIPMENT DONATED—The Raleigh (N. C.) News and Observer has donated two Photo 713's and two 200-B Admasters to Chowan College's School of Graphic Arts, located in Murfreesboro. Top photo depicts students operating the two 713's and in lower photo. Herman W. Gatewood, right, director of the printing school, gives instruction in the operation of the Photon Admasters.



Chinese news agencies are reorganized

Dr. Ma Hsin-yeh, who received his Bachelor of Journalism degree from the University of Missouri in 1934, was elected chairman of the board of directors of the Central News Agency on April 2.

James Wei was named president of the agency, which is headquartered in Taipei. According to Wei, the reorganizational meeting was attended by 49 stockholders.

Dr. Hsin-yeh heads a 13-member board of directors and three supervisors. Dr. Ku Cheng-kang, honorary chairman of the World Anti-Communist League, was elect-

ed permanent supervisor.

In February, Hsin-Hua, the Communist China news agency, was reorganized and its services expanded. More than 30 offices were set up in the Chinese mainland provinces with trained newsmen running the bureaus.

The new head of Hsin-Hua is Chou Mou-Chih, an old hand who recently re-emerged after a 6-year absence. His first deputy is Chang-Chi-Chih, an Army officer.

Hsin-Hua is also busy reorganizing its foreign service. It has set up offices in more than 40 countries compared with 52 before the cultural revolution. Agreements have been made with AP, UPI, Reuters, AFP and Kyodo.

The talking and testing are over... MGD's new Metro-reader is on the job.

Metro-reader is in production and proving itself on the job—an optical character reader that offers speed, accuracy and reliability at a competitive price. With hardware and software designed specifically for newspaper use. And Metro-reader's software can be tailored to the needs of each customer.

Metro-reader is just the first of a full line of composition products and systems to meet your needs. All fully backed and serviced by MGD.

MGD's Information Products Division will arrange to have you see the Metro-reader in action. Write or call us soon.

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Phone: 312-963-4600.



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Where science gets down to business.

Black takes middle class route to journalism success

By George L. Garrigues

Ask any black newspaperman around Los Angeles who the busiest black journalist in town is, and you'll get the answer: A. S. "Doc" Young.

He's the executive editor of the *Los Angeles Sentinel*, the largest black newspaper on the West Coast, public information director for Pepperdine University, and is working on a book about "Black Athletes in the New Golden Age of Sports." Young has two offices, one in the ghetto and one in Hollywood.

Young was the first black motion picture publicist in Hollywood. He has written books on black baseball stars, Sonny Liston, black football players, and musician Nat King Cole. He's got one on Jackie Robinson in the typewriter now, due at the publishers on July 1.

He's a specialist in hyping up advertising staffs to sell space for special editions, reviving up writers to produce them and inducing readers to buy them. He still holds the record for the largest single edition of a black newspaper ever published—a 232-page special edition of New York's *Amsterdam News*—back in 1966.

He's held positions on all the Johnson Publishing Co. magazines—*Jet*, *Tan*, *Hue*, *Copper*, *Ebony* and *Negro Digest* (now *Black World*).

With all his talented background, however, Young is reticent to talk about himself. Pride in his professional work is kept lidded by feeling that a man's success is his own business—and with the Young family, it's just something natural to be expected, and accepted.

Inherited versatility

"There is no mystery," he said, in "my reluctance to talk extensively about myself . . . First of all, as my friends and associates know, I am a private person. Second, since most blacks take the 'poverty line,' and since there is a great deal of intra-group resentment of the so-called 'black middle class,' I simply keep many prideful things to myself. That is all there is to it."

"All this stuff I inherited from my father and grandfather and great-grandparents, I mean, you know, to do things. My father's a professional person, a teacher, he's a very, very versatile person, probably the smartest person I've ever known. He's eighty-some years old, and still active."

Columnist Lin Hilburn once wrote in the *Sentinel*:

"Doc Young is middle class. His background is middle class. His family's background is middle class . . . This man is not phony. It was Doc Young who woke some of us up to how we were being hustled by various groups and individuals and how phony and without foundation some of the harebrained schemes are that emanate from our ghettos."

Young speaks with pleasure of the virtues of a middle-class family life (his

mother was a music teacher; his sister practiced the piano; he goofed off, out playing baseball). He studied business at Hampton Institute some 30 years ago, graduated with honors and was listed in that undergraduate ego-tome, *Who's Who in American Colleges and Universities*.

Interested even then in journalism, he applied for a job at a black newspaper, the *Norfolk Journal and Guide*, but turned it down because of poor pay. He went to work back at Hampton as an accountant in charge of student finances.

Combined sports, ads

His love for writing and for sports and his knowledge of business, however, brought him to the *Sentinel* in 1944 in a rare combination—advertising manager and sports editor. He has maintained the connection with the *Sentinel* since then, breaking it off at periodic intervals to work on other projects, but always—so far—able to return to Los Angeles.

In 1957 he broke the race barrier as a Hollywood publicist when he was hired for "Kings Go Forth," a film in which Natalie Wood played the part of a girl whose father was a Negro. He's publicized two dozen movies since then.

"I have never shilled for a movie that I knew was a dog by saying it was a great picture," he said. "In that event, instead of writing about the picture, I would write about the actors."

Young is known among black publishers as a man who can produce when it comes to putting out special editions.

For the *Sentinel*, he has done hefty 25th and 30th anniversary specials (the latter carried an advertisement printed on tinfoil, the first time, he said, such an ad was ever done anywhere); a Los Angeles Dodgers special, and a Dr. Martin Luther King Memorial, an entire issue on April 11, 1968, devoted to Dr. King, the only newspaper in America to do this. It was a sellout in both white and black areas of Los Angeles.

He did a 200-page employment special for the *Chicago Defender*.

Organized N.Y. special

Young was also responsible for the "221 Edition" of the *Amsterdam News*, dealing with Negro progress in New York City.

"I had to put up with that same New York arrogance at the *Amsterdam News* which other people have to put up with when they go to Madison Avenue—the phony superiority and all that kind of stuff."

"I practically had to knock heads together to get these guys to work together, to prove that we were going to do it, because they didn't think it could be done."

They did it: A target of 221 pages was raised to 232. Two hundred thousand papers were sold. A million people read them. And the issue grossed \$150,000. Be-



A. S. "DOC" YOUNG

sides, the number "221" came up in the Harlem numbers game during the promotion campaign, making a lot of numbers players very happy.

Young won't give his age, looks about 35, but is probably 10 years older than that. He's a bulky man, about 6-1, given over to dressing in tans and browns, has serious eyes behind black, horned-rimmed glasses and wears a chunky gold ring bearing his name, DOC.

Last summer he worked as a publicist for the Republican National Convention, but laughs when asked his party affiliation.

"You should call me a 'political independent,'" he said, explaining further:

Backs two-party system

"I believe that blacks need to participate in the two-party system. I don't believe that black people are right to ignore the Republicans. I believe you have to be involved with anything, everything that's on the up and up—I'm not talking about getting into the Ku Klux Klan, for example."

Does he find a conflict between being a publicist and being a newspaperman?

"I've tried to keep them separate. For example, the client doesn't buy the *Sentinel*; he buys my services, that's all."

What's the key to his prolific output?

"Production, fast speed. I'm a competitive person, or so I might say, so if I go into something like typing, I don't want to be a 25-word-a-minute typist, so I practice. I sat down when I was in typing class and I worked on it." He now claims 125 words a minute.

Recently Young has been taking a reflective look at the place of the black writer and his newspaper in American journalism.

Young believes that

"I can say in all honesty that the black newspaper writer is the most under-rated newspaper writer in the entire world!" he has recently written.

(Continued on page 38)



Save a bundle today
... a forest tomorrow.

ONLY GOD
CAN MAKE A TREE,
BUT ONLY YOU CAN SAVE ONE!

Recycling can't bring back natural resources, but it can go far in insuring that the precious resources we enjoy now will be enjoyed by our children in years to come.

With this in mind in 1962 (when "ecology" was still an obscure word), the Call-Chronicle Newspapers undertook a program to use reprocessed newsprint. We were among the first foresighted newspapers in the country to do this. Then it was an oddity ... today it's a necessity. Not only does it keep used newspapers from overwhelming municipal refuse disposal, but it saves a great natural resource — TREES!

For each ton of newsprint recycled and used, seventeen trees are spared the paper mill. This has amounted to over 500,000 trees since we started our program ten years ago.

An organized project called "SAVE A BUNDLE" has been recently started in Allentown as a result of a Call-Chronicle grant, so now citizens can also actively support ecology. Simply bundle your old newspapers and leave them curbside for city collectors. If your garbage is collected on Monday, Wednesday and Friday nights, put your bundled newspapers out every Wednesday night. For Tuesday, Thursday and Sunday night collections, put your bundles out every Thursday night.

Project "SAVE A BUNDLE" is as simple as it is important to your community and your children. So join in.

THE MORNING CALL • Evening Chronicle
SUNDAY CALL-CHRONICLE

Reprinted from the Sunday Call-Chronicle, Allentown, Pa. 2/25/73

Report success in switch to iron plating

The difficulty in securing nickel in steady, reliable quantities was one factor which led the *Chicago Tribune* to convert to iron plating of its stereotyping plates.

The Tribune, which produces approximately 400 stereotype plates daily, had previously given their plates a nickel coating to provide a harder, more durable printing surface, and thus extend the plate's life expectancy.

The use of nickel satisfied this requirement, but difficulties in procurement, in addition to the cost of the dross in the remelt pot which is contaminated by nickel, led to the change. The conversion took place about 15 months ago. After a brief period of experimentation, the proper chemical formulations, time cycles, and procedures were worked out.

The Tribune has found the print quality and plate life relatively the same, with iron providing substantial savings in labor and materials, particularly dross processing costs.

Several changes and additions were needed. A water seal was installed on packing glands of the pumps used to circulate the iron solution through filters in order to prevent air from being drawn into the pump and mixing with the solution, causing it to oxidize.

Lead can contaminate

Switches have been installed so that when the rack of plates is in place, the rectifier is turned on. If plates are left in the bath with the current off, the lead will contaminate the bath.

The process begins with the plates mounted on a plating rack and removed by overhead crane into the cleaning tank.

Cleaning time is one to two minutes. The plates are moved to the next tank for clean water rinse. It is important to remove all cleaning solution in this rinse. The plates are then placed in an acid etch tank for one minute and allowed to drain over the tank. A clean water rinse removes most of the sulfamic acid.

Plates are then moved to one or two plating tanks, drained, clean water rinsed, and finally put in hot water to facilitate quick drying. A rust inhibitor is added to the hot water.

Samples of the plating bath are checked each month for proper chemical content. Iron solutions are filtered continuously, taking care not to pour solution from the filter return hose above the surface of the water. Having the end of the hose below the liquid surface will prevent air from entering the system.

Elects 5 to board

Shareholders of the A. H. Belo Corporation, publisher of the *Dallas Morning News*, approved the election of five new members to the board of directors at the annual meeting March 27. They are: Lloyd S. Bowles, chairman, president and chief executive officer of Dallas Federal Savings & Loan Association; Robert E. Dennard, president and director of Dallas Rupe & Son Inc.; Patrick E. Haggarty, chairman of the board of Texas Instruments Inc.; James J. Laney, president of Locke, Purnell, Boren, Laney & Neely law firm; and William H. Seay, chairman and president of Southwestern Life Corp.

Top religion editor

The Religious Public Relations Council of New York named Helen Parmley, *Dallas Morning News*, winner of its 1973 Merit Award for outstanding religious journalism. It designated her as a fellow of the council.

Israeli council sets code for reporters

The Israeli Press Council, the trade organization representing all branches of the country's daily newspaper industry, has revised six rules in its set of guidelines. They are:

A reporter who gains information by virtue of his position or connections may not make "non-journalistic" use of this information unless required to do so by law.

A reporter may not act as an informer.

A reporter is forbidden to resort to fraud, provocation, seduction, blackmail or threats to get information.

A reporter may not accept any gift or benefit—directly or indirectly—that may influence his story.

Protects source

A reporter may not submit a story for publication if it has been mutually agreed upon by the source and the press to hold the story for delayed publication. In addition, a reporter may not pass this story on to another person who may violate that agreement.

Offers of free flights, cruises or tours from travel companies may not be accepted by reporters directly, but must be referred to the newspaper's management for approval.

Doc Young

(Continued from page 37)

Young believes that short staffs, the need for speed, and necessity for a reporter to do everything around the office contribute to turning out newsmen who are all-around craftsmen capable of working under intense pressure.

He listed seven needs for black newspapers: Greater ambition, greater discipline in favor of quality and competitiveness, more objectivity about black people, improved appearance, sophisticated and aggressive selling habits, greater interest in the potential white market and "less pontification."

"The biggest problem I find about the young black writer is that he wants to pontificate," Young said. "He wants to start off telling people, passing out a whole lot of wisdom or whatever, propagandizing for whatever his beliefs or faiths are, whatever movement there is at the moment. He's impatient to learn . . ."

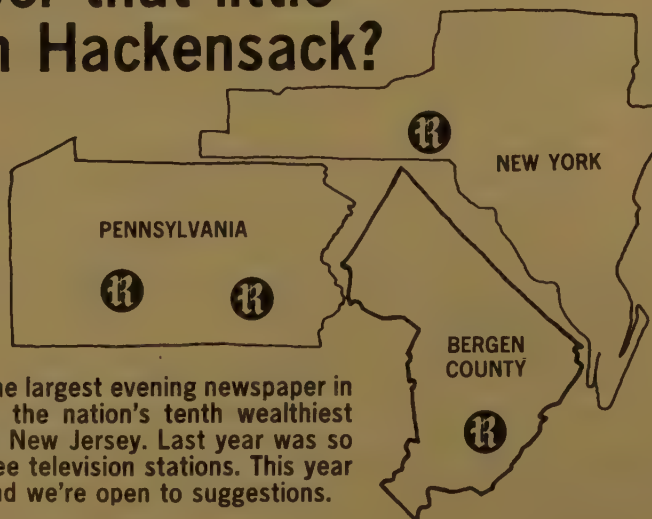
"Too many people come in to the *Sentinel* and they want to write a column. All ages and shapes and sizes, at least once a week, somebody is proposing to write a column."

What's ahead for the *Sentinel*? More balance, downplaying of crime and news of racial strife. ("No one wants to be hit over the head constantly with negativism. The public mind will accept only so much and then it turns off.")

For himself? More books, more writing, more work. More of the same kind of life he's been leading. It suits his personality.

(George L. Garrigues is an assistant professor of journalism at the University of Southern California.)

Remember that little daily in Hackensack?



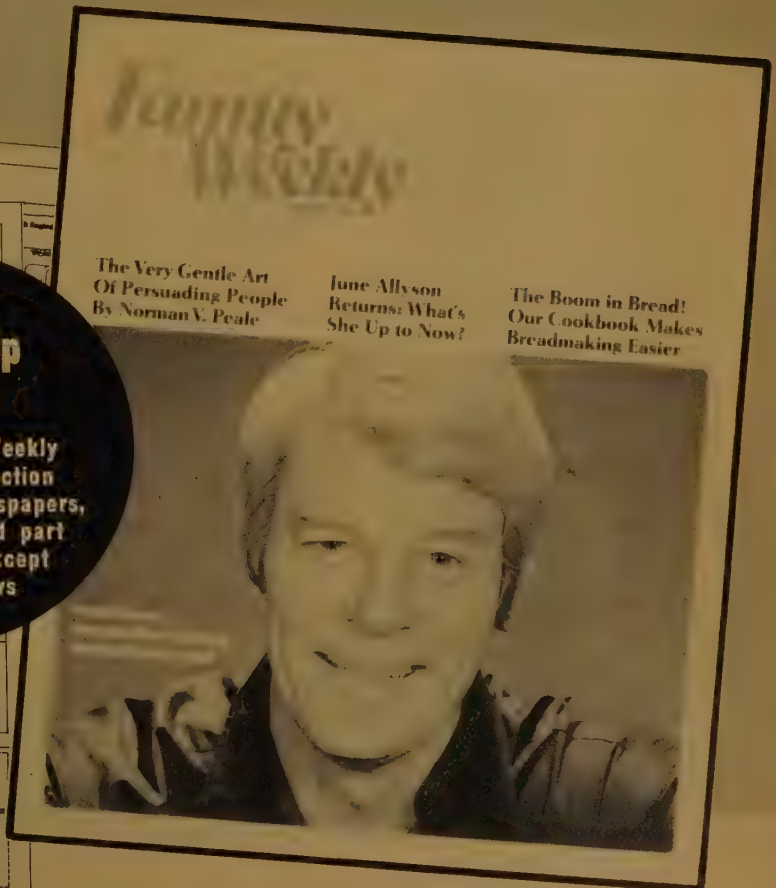
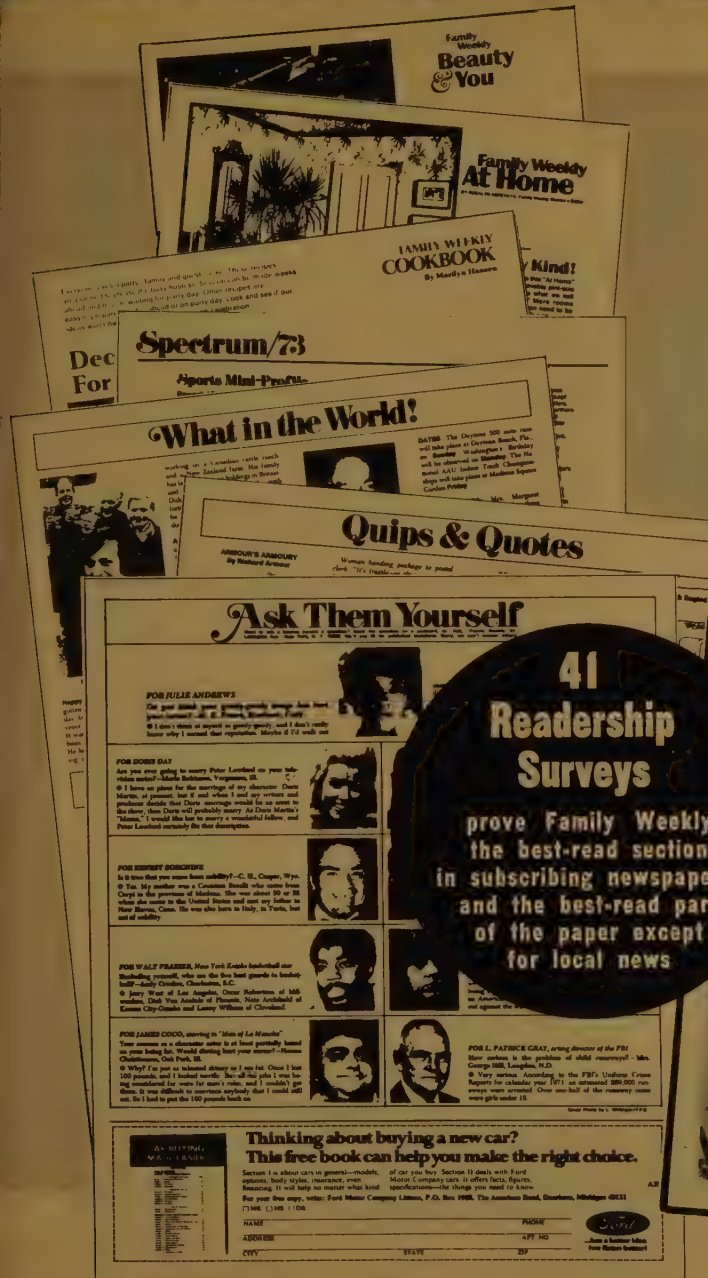
The Record is now the largest evening newspaper in New Jersey serving the nation's tenth wealthiest county and northern New Jersey. Last year was so good we bought three television stations. This year looks even better and we're open to suggestions.

The Record

New Jersey's Largest Evening Newspaper Published Daily and Sunday in Bergen County (Hackensack, P.O.) N.J.
National Representatives: Sawyer-Ferguson-Walker Co.

Builds & Holds Readership

**More Than 10,400,000 Copies
Through 287 Influential
Daily Newspapers**



Helps Develop Circulation and Create Local Linage

Consistent editorial merit and a colorful format produce high-score readership. Effective promotional aids stimulate above-average circulation growth for Family Weekly papers. And Family Weekly's merchandising plan enables newspapers to de-

velop extra rop advertising through a unique tie-in retail incentive program. Family Weekly is economical, too. It's the lowest-cost portion of any subscribing paper . . . an important aid to a publisher's profit picture.

For more information about Family Weekly, write or phone any of our offices.

President & Publisher: MORTON FRANK, 641 Lexington Ave., New York, N.Y. 10022 • (212) 935-5256

Vice President & Director, Publisher Relations: ROBERT D. CARNEY, 2530 Sherbrooke Dr., N.E., Atlanta, Ga. 3034 • (404) 636-5258

Vice President & Director, Publisher Relations: LEE ELLIS, 1537 Stanford St., Santa Monica, Calif. 90404 • (213) 828-4282

Central Publisher Relations Manager: ROBERT H. MARRIOT, 3610 Market Ave., N., Canton, Ohio 44714 • (216) 492-3110

Publisher Services Manager: ROBERT J. CHRISTIAN, 641 Lexington Ave., New York, N.Y. 10022 • (212) 935-4100

Art, sales should improve with offset, ad manager says

By Robert W. Smith

To begin with, offset definitely has an effect on the advertising department—and the effect is definitely for the better. My article could be titled "How to make artists on your staff," "How to improve selling," "How to save time and space in the office" or even "How to improve dispositions in the composing room." Offset does all of these things and much more.

Let's first talk about how offset makes artists and encourages using imagination. It happens frequently that the illustration you need for a certain layout isn't exactly what you want. With hot metal, you're stuck with what you can come up with from the mat service, assuming of course, the advertiser is not willing to stand the additional cost of special art and engraving, and most advertisers, by far, are in this category. With offset, in many cases, an illustration can be adapted to your purpose with some minor adjustments.

For example, just recently, one of our

Robert W. Smith is advertising manager of the Meadville (Pa.) Tribune. The article is from a speech he gave at the PNPA-IAMA Display Advertising Conference, March 29-31, at Harrisburg, Pa.

people needed an illustration of a young man's plaid suit with heavy stitching around the lapels and pockets. A plaid suit was found in the service but the face in the art was definitely that of a boy, with the round faced, babyish boy look. With a nylon tip pen, it was a simple matter for this staffer to narrow the chin line to do away with the boyish look and by adding a mustache, he had the young man he was looking for. With the same pen, he added the stitching around the lapels and pockets and he had exactly the illustration he wanted.

Combine art work

It's possible also to combine illustrations to get what you need. On another occasion a staffer was doing a layout for a wallpaper store. The art for wallpaper isn't hard to find but it's usually lifeless and uninteresting. She found an illustration of a woman with her arm around a box. By cutting the arm off and removing the box, the arm was reattached with the wallpaper and she had an illustration of a woman with an armful of wallpaper... certainly a better illustration and a much better ad.

Ladies dresses, skirts and coats can easily be restyled with the use of scissors. When using imagination like this, it is not a good idea to let the composing room try to follow your instructions in redoing art. Even though they honestly try, your chances of having it come out the way you want it are rather slim—and if they're busy you might end up with a real mess.

Overlapping art is no problem with offset and many times an ad can be greatly improved with the use of more art. With hot metal, the best you can hope for is a ragged saw line where the art is supposed to overlap.

Using backgrounds is also much sim-

pler. The mat services provide lots of illustrative material in at least two sizes and sometimes three or four but what happens if none of the sizes are just right? With hot metal you're stuck with an illustration slightly too big or too small. With offset there's no problem, just have the illustration reduced or enlarged to the exact size you need. Offset has given the advertising department a whole new freedom in art and they like it—and so does the advertiser.

New accounts easier

Selling has become easier with offset particularly with new accounts. Many small businesses are unfamiliar with advertising and what is necessary to put an ad in the paper. These businesses always have something to illustrate their wares, such as a catalog or brochure. It's a simple matter to show him how you can use the material he has to build an ad and if he has his business name on his billhead or stationery, it can be reproduced. Offset makes it easier for a small advertiser to advertise.

Some dress manufacturers put an illustration of the dress on the tag that carries the material content and washing or cleaning instructions. It's a simple matter then to use this art work to illustrate the exact dress—again making it easier for the retailer to advertise and easier to sell.

We have found that selling follow-up advertising has become easier. In many cases, an advertiser will use a fairly large ad to kick off some special event. When the results are good it's easy to go back and sell a follow-up of basically the same ad in a reduced size. This kind of follow-up requires little or no composition and does result in extra space at very little extra cost.

Many accounts are using more photographs. One of our ladies' wear accounts now uses photographs exclusively with local people modeling the merchandise. With hot metal the extra cost of engraving would have made this type of advertising prohibitive for this account. Since we have no charge for reproducing photographs this account has shown a substantial gain in space.

No extra expense

In classified, more real estate ads now show the property being offered and the real estate dealers think it's great that they no longer have the extra expense of engravings. This has resulted in a substantial gain in real estate space. Real estate ads with pictures create much more activity and interest than those without.

We've noticed an increase in automotive space also. If an auto dealer has a daily special or special sale, it's a simple matter to show the exact car being offered. The results justify the use of the additional space.

Offset has also helped eliminate mistakes. One of our big problems has been with standing ads in the composing room. It happened too often that the wrong ad was inserted because the composing room didn't check the ad carefully enough. Now the paste-up of the ad is returned to the person handling the account and is sched-

(Continued on page 44)

WILMINGTON DELAWARE NEWS-JOURNAL PAPERS

Multi-Billion Dollar Market
\$6,221 retail sales per household,
15th in U.S.
\$217,550,000 total food sales
\$235,534,000 gen'l mdse. sales

Dominant Coverage
73% of the 169,800 hlds in
Delaware
135,889 total circulation†
2nd to Phila. papers in 4th ADI

No Retail Sales Tax
Sunday Selling • Single Rate Plan

MORNING NEWS

EVENING JOURNAL

WILMINGTON, DELAWARE

Telephone 302/654-5351
or Story & Kelly-Smith, Inc.

All figures SM 7/10/72 unless noted

†ABC Audit 12/31/71

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ADVERTISING NEWS

Published every second Friday

ADVERTISING NEWS

Butt & Clisdell Streets, Surry Hills,
Sydney, Australia 2010

Send me a copy for one year including FREE
• National Advertisers list and brand names index.
• Guide to all advertising agencies and their accounts.
• Guide to 6000 advertisers and their advertising agencies.

Annual subscription to U.S.A. \$A18.00. Payments must be made by bank draft in Australian currency.

Name _____
Address _____
City _____
State _____ Zip _____

Taste/the bird

THE MINNEAPOLIS STAR 11/08/72



What makes a newspaper great?

Every Wednesday, thousands of Minneapolis-St. Paul housewives grab their closest pair of scissors and cut the evening newspaper to shreds.

And what has The Minneapolis Star done to deserve this kind of treatment? An award-winning, very out-of-the-ordinary weekly food section called Taste.

Each week when Taste Editor Beverly Kees and her staff finish testing and tasting and researching and reading — and finally put out the latest edition, the readers happily cut it up. They clip the recipes. The cooking secrets. Party ideas. Nutritional information. Grocery shopping tips. Restaurant hints. The wine column. Coupons. Ads. Even the bold poster-style covers (like the one above, but in full color every week) are becoming collectors' items.

A few months ago, because readers were starting to complain about their unwieldy stacks of yellowed clip-

pings, Taste decided to help them out. With an honest-to-goodness 135-page cookbook featuring the 500 best Taste recipes. Within a month the book was on the best-seller list at the area's largest department store.

And these loyal housewives aren't the only ones who know a good thing when they see it. The American Meat Institute declared Taste the co-winner of a 1972 Vesta Award for "excellence in the reporting of news about food." Taste also won the 1972 Editor & Publisher Color Award for "best creative use of editorial color."



Beverly Kees

Taste. A food section great enough to win awards and be cut to shreds by readers, too. It's one more reason why The Minneapolis Star is one of the two most influential media in the Upper Midwest. (The other one is the Minneapolis Tribune.)

The Minneapolis Star/Minneapolis Tribune

San Jose's No.1 in flourishing

THE MARKET

Northern California today has more people, buying power and retail sales than any one of 43 states. But within that flourishing part of the West, the real success story is what's happened in one county--San Jose's County (Santa Clara). Compare it with Northern California's other two principal counties, San Francisco (city and county) and Alameda (Oakland's county).

San Jose's County No.1

IN POPULATION

Now pushing 1.2 million, San Jose's county has passed Alameda . . . leads San Francisco by nearly one-half million.

IN TOTAL BUYING POWER

With 1973 Net EBI projected at \$6.2 billion*, San Jose's county tops San Francisco by nearly two and one-quarter billion dollars . . . Alameda by more than one-half billion dollars.

*That's also more than the individual States of Maine, Nebraska or Utah.

IN FAMILY INCOME LEVEL

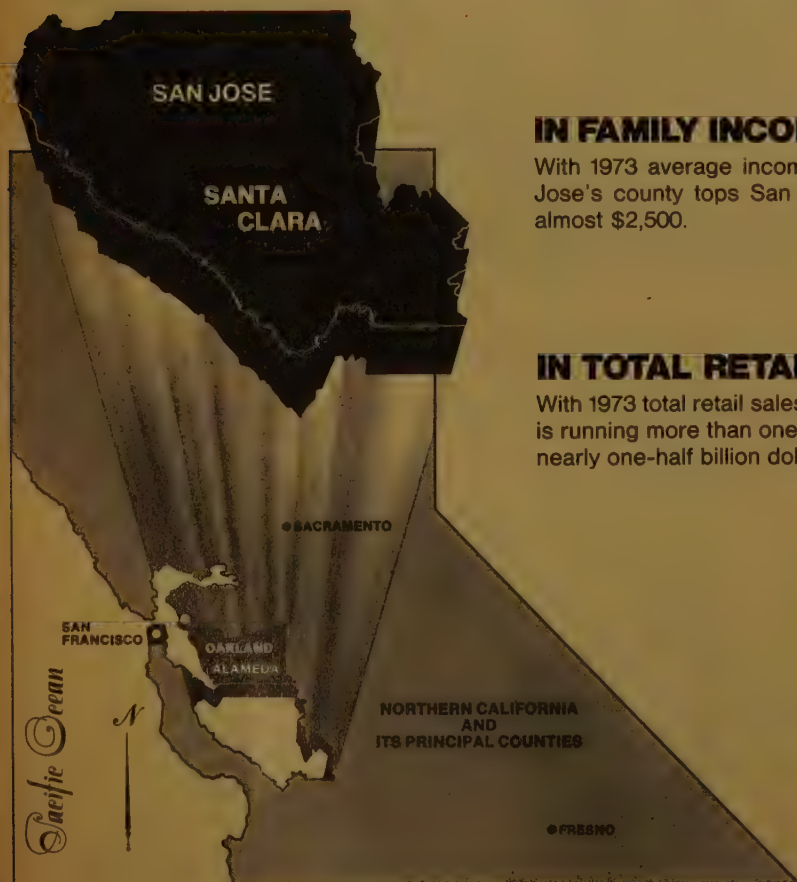
With 1973 average income per household projected at \$16,706*, San Jose's county tops San Francisco by nearly \$3,800 . . . Alameda by almost \$2,500.

*Among all counties in the U.S. with a million or more people, San Jose's county now ranks 5th in per household income. West of Long Island, it ranks FIRST.

IN TOTAL RETAIL SALES

With 1973 total retail sales projected at \$2.92 billion*, San Jose's county is running more than one billion dollars ahead of San Francisco . . . and nearly one-half billion dollars ahead of Alameda.

*That's also more sales than Maine's or Utah's.



First, too, in airline passengers, new car sales, manufacturing wages, new construction. In fact, in 65 significant market indicators, San Jose's county is now the leader in Northern California. For documentation, please send in the coupon on opposite page.

Market Northern California

THE NEWSPAPERS

In 1972, retail, national and classified advertisers manifested their confidence in the market by placing **117,579,414** lines of advertising in the San Jose Mercury and News (morning, evening and Sunday). That was a gain of almost 11 million lines over 1971. Only one other newspaper combination in the United States exceeded 117 million lines last year.*

SAN JOSE NEWS

RANKS 3rd NATIONALLY

In total advertising volume, among all U.S. evening papers, the San Jose News ranked 3rd.

San Jose Mercury

RANKS 4th NATIONALLY

Among all morning papers, the San Jose Mercury ranked 4th in total advertising volume.

The 7-day total (morning Mercury and Sunday Mercury-News) ranks 8th nationally in total advertising volume.

Publisher's records show average net paid circulation for first two months of 1973 to be 214,399 daily, 216,359 Sunday—after the greatest gains of all Northern California newspapers. They cover San Jose's county **five times** as well as any other daily paper, making them the keystone buy on any Northern California newspaper schedule.

*Miami Herald and News

Sources:

- Sales Management's Metro Area Projections to Dec. 31, 1973
- U.S. Dept. of Commerce
- California Depts. of Finance and Motor Vehicles
- Stanford Research Institute
- Media Records

For the full story on the No. 1 county in flourishing Northern California—what's happening now and what's projected to happen by 1980—use coupon to order new, fast reading, full color book. FREE.

Gerold Zarwell, Mgr. Marketing Dept., Mercury and News
752 Ridder Park Drive, San Jose, CA 95190

Please send me "Marketing Opportunities in the \$10.5 billion San Francisco Bay Area"—a fast reading, hard cover book packed with up-to-date information on the heart of the flourishing Northern California market.

☐ Check here if you would also like to receive documentation of Santa Clara County's "65 Firsts."

NAME _____

COMPANY _____

TITLE _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

San Jose Mercury and News

Two of the Ridder Newspapers and members of Million Market Newspapers, Inc.

Offset advantages

(Continued from page 40)

uled as a new ad each time. This has stopped advertising the Monday special on Thursday.

With the cold type process, storage space can be cut way down, with the elimination of mats. This enabled us to rearrange the office and add partitions between the staff. We now have more accounts coming into the office to work with our people. The individual working areas make for better privacy and advertisers like this. It improved efficiency as well as improved the general appearance of the office. And the time saved in looking up mats is a significant factor, too.

Proofs a problem

Proofs are an expensive, time-consuming problem. I know that some papers have been successful in stopping proofs while they were hot metal. I know that some papers bought equipment so they could provide proofs after the switch to offset. It was our thinking that if we were to ever stop proofs, the logical time to do it was with the switch to offset. We started telling accounts several months in advance that proofs would stop and explained why.

During the training period for the printers certain ads were selected to be set cold type. The advertiser was advised his ad was being set with the new process and invited to the composing room to see how

it was done. About half the accounts had their ads set cold type before the complete switch to offset was made.

Strange as it may seem, these accounts seemed honored that their ads were selected to be handled with the new process and when they saw how it was done they could easily understand that a proof, as they knew it, was not possible. If an advertiser wants to see his ad before it is published, he's invited to stop in the proof room and check the paste-up.

Stopping proofs was not the problem we had feared. Some food stores and one department store do come in and check their ads. Most advertisers do not. No proofs is the main reason more accounts come into the office now because they can get a better idea of how their ad is going to look in the paper after working with the staffer on a rough layout.

Printers skeptical

I mentioned that offset improved the dispositions in the composing room. This is true. Some of the old-time hot metal printers were very skeptical of the new process and claimed it wouldn't work and that it wouldn't be faster but actually slower. These same printers will now admit that the new process is much faster, cleaner, easier and they like it a lot better than hot metal.

One sure way to upset a composing room is with late ads. Now I'm not one who advocates late ads. However, I do believe that "guideline" is a more proper term than "deadline". If there's any way to handle a late ad, I'm for it rather than

lose the ad. With hot metal, a late ad did present a serious problem because the process is slower and the composing room was usually pushing to get finished by the end of the shift.

In the days of hot metal, the mere mention of a late ad would usually bring some unkind words in the composing room. With cold type, a late ad is no nearly as much a problem. We do not have a lot of late ads but from time to time one will pop up. When it does, the difference in attitude is very noticeable. The composing room no longer feels the advertising department is the enemy trying to think up ways to ruin their day. Our printers have always been cooperative but it seems it's easier to cooperate with cold type.

Since our switch to offset, subscribers and advertisers alike have commented on how much sharper the paper is. We, of course, were very happy to hear favorable comment from them because, after all they're the folks who are paying our bills. News and ad pictures reproduce beautifully and the type is much blacker and easier to read. This all adds up to the fact that we're putting out a better product.

There's no doubt about it, offset does affect the advertising department but the effects are the kind we like.

"Superstar" photos

Sta-Hi Color Service is offering several color transparencies to be used by newspapers in stories on the forthcoming film "Jesus Christ Superstar."



NO.1 FROM COAST TO COAST

TAL-STAR
COMPUTER SYSTEMS, INC.

Box T-1000, Princeton Junction, N.J. 08550 ~ (609) 799-1111

BUY

THE
New Haven Register
and
New Haven Journal-Courier

The most profitable advertising
investment you can make in
Connecticut's largest newspaper
package.

Leonil S. Jackson.
Publisher

CONTACT:

Cresmer, Woodward, O' Mara & Ormsbee

'Public' newspapers

(Continued from page 14)

Speidel Newspapers—Poughkeepsie (N.Y.) *Journal*, Reno (Nev.) *Gazette and Journal*, Salinas (Cal.) *Californian*, Iowa City *Press Citizen*, Chillicothe (O.) *Gazette*, Fort Collins (Colo.) *Coloradoan*, Stockton (Cal.) *Record*, Visalia (Cal.) *Times Delta*, Sioux Falls (S.D.) *Argus Leader*, Fremont (Neb.) *Tribune*.

Thomson Newspapers (U.S.)—Fayetteville (Ark.) *Times Ansonia* (Conn.) *Sentinel*, Dalton (Ga.) *Citizen News*, Valdosta (Ga.) *Times*, New Albany (Ind.) *Tribune*, Lafayette (La.) *Advertiser*, Austin (Minn.) *Herald*, Laurel (Miss.) *Leader Call*, Monessen (Pa.) *Independent*, Petersburg (Va.) *Progress-Index*, Fairmont (W.Va.) *Times and Virginian*, Adrian (Mich.) *Telegram*, Albert Lea (Minn.) *Tribune*, Portsmouth (N.H.) *Herald*, Council Bluffs (Iowa) *Nonpareil*, Herkimer (N.Y.) *Telegram*, Greenville (O.) *Advocate*, Mitchell (S.D.) *Republic*, Dothan (Ala.) *Eagle*, Fitchburg (Mass.) *Sentinel*, Leominster (Mass.) *Enterprise*, Oswego (N.Y.) *Palladium Times*, Leavenworth (Kan.) *Times*, Lancaster (O.) *Eagle Gazette*, Zanesville (O.) *Times Recorder*, Coshocton (O.) *Tribune*, Punta Gorda (Fla.) *Herald News*, Rocky Mount (N.C.) *Telegram*, Manitowoc (Wis.) *Herald Times*, Fond du Lac (Wis.) *Reporter*, Taunton (Mass.) *Gazette*, Meadville (Pa.) *Tribune Canton* (O.) *Repository*, East Liverpool *Review*, Eureka (Cal.) *Times Standard*, Marion (O.) *Star*, Portsmouth (O.) *Times Salem* (O.) *News*, Steubenville (O.) *Herald Star*, San Gabriel (Cal.) *Valley Tribune*, Oxnard (Cal.) *Press Courier*, Hanover (Pa.) *Sun*, Salisbury (Md.) *Times*, Weirton (W.Va.) *Times*.

Times-Mirror—Los Angeles *Times*, Newsday-Long Island, Dallas *Times Herald*, Costa Mesa (Cal.) *Pilot*.

Washington *Post*

Footnotes:

*All-day newspapers counted as two papers.

**Capitol Cities purchase of Ft. Worth and Ridder purchase of Wichita not completed at this time.

†Ridder owns 49½% of Seattle *Times* which owns 100% of Walla Walla—neither are included in Ridder Pub., Inc. consolidated properties.

Note: Gannett ownership of 17% interest in Haverhill (Mass.) *Gazette* not included.

Newsletters announced

The Graphic Arts Research Center of Rochester Institute of Technology has begun publication of the GARC Newsletter, replacing the 20 year-old *Graphic Arts Progress*.

The new monthly will cover advancements in the graphic arts field and include news of RIT's programs in this area.

* * *

Hendrix Electronics, Inc. has initiated a new external house organ called "On-Line." The newsletter contains information on new video editing systems, and applications and enhancements in the area.

It can't happen here.



The world still remembers the May night in Berlin when 1,000 torches set fire to some of man's greatest works because they were "un-German." It stands among the ultimate suppressions of truth by totalitarian governments. We, as Americans, are shocked by such

things. Horrified. Yet, sure in our convictions that they can't happen here. Perhaps, too sure.

There's only one way to prevent the abuses of power that occurred in Nazi Germany, and are still occurring in petty dictatorships throughout the world. That's through a fully informed public. And the only way to keep the public informed, is through a free and vigilant press.

The freedom of the press was considered so important by our forefathers that they provided for it in our Constitution. But even the protection of the First Amendment may not be sufficient to prevent a gradual erosion of this cherished freedom under pressure from courts and government.

There is a struggle going on in this country. It is not just a fight by reporters and editors to protect their sources. It is a fight to protect the public's right to know. It concerns far more than the freedom of the press. It concerns the freedom of the people.

It can't happen here as long as the press remains an open conduit through which public information flows. But, if the press becomes a tool through which the government informs the public of only those things it thinks the public should know, anything can happen here.



AKRON BEACON JOURNAL
BOCA RATON NEWS
CHARLOTTE NEWS
CHARLOTTE OBSERVER
DETROIT FREE PRESS
MACON NEWS
MACON TELEGRAPH
MIAMI HERALD
PHILADELPHIA INQUIRER
PHILADELPHIA DAILY NEWS
TALLAHASSEE DEMOCRAT

KNIGHT NEWSPAPERS, INC.

UPI report cites better coverage, faster delivery

United Press International made advances in news coverage and further expansion of its worldwide automated communications system in 1972, according to the UPI annual report.

UPI President Roderick W. Beaton said UPI has improved the quality of news and picture coverage and offered subscribers more efficient and faster methods of delivery. UPI now has 6,546 direct subscribers worldwide.

Observing that substantial gains were recorded in both the newspaper and broadcast fields, Beaton reported that fastest-growing UPI services were its computerized stock market reports, newscasters, and audio network and overseas sales of special features.

Costs increased

The cost of covering the world for UPI subscribers in the newspaper and broadcast fields in 1972 increased by \$2.8 million over the previous year, Beaton said.

Of special significance, Beaton reported, was the implementation of UPI's computerized international Information Storage and Retrieval System in New York, Washington and the national broadcast department in Chicago.

"The cutover from manually-produced service wires to this automated news gathering, editing and distribution system was begun March 6 and completed August 1, 1972," Beaton said.

"More than three million words a day pass through the computer system in New York transmitted over 72 incoming and outgoing domestic and international circuits.

Direct distribution

"Editors sit at video terminals where they write, edit, rewrite, proof and direct the distribution of the news report.

"The New York computer is linked by transoceanic cable and satellites with UPI computers in Brussels and Hong Kong giving UPI the first truly worldwide electronic news system."

Beaton said further expansion of the system will be undertaken in 1973-74.

Beaton reported that technological advances were matched by innovations in

the news report to help readers better understand an increasingly complex world.

"Greater emphasis," he said, "has been placed on coverage of state and federal government, the economy, and the way people spend their leisure time."

Beaton said these developments included a major reorganization of the Washington staff. The old "beat" system was abolished and reporters were assigned to follow stories—whether issues, legislation or personalities—wherever necessary.

Editorial changes

Other changes were: the addition of a consumer reporter to the Washington staff, to cover the "pocketbook" story; the naming of two new senior editors, one on the East Coast and the other on the West Coast, to specialize in leisure, lifestyle and the arts; a revamping of family and women's coverage with the naming of a family editor; the assignment of two reporters to specialize in economics in the nation's capital, and the assignment of a reporter fulltime to cover the Common Market in Brussels.

A highlight of the newscasters operation during 1972 was the awarding of a contract worth more than \$5.5 million for the manufacture by EG&G Inc., Bedford, Mass., of an ultramodern picture receiver called Unifax II which utilizes an electrostatic recording process.

"Two hundred newspapers have already signed up for Unifax II," Beaton reported, "even though it won't be available until mid-1974."

Beaton reported that Unistox, UPI's computer-generated financial tabular service, added 28 daily newspapers to its Dataspeed circuits alone. He said innovations introduced in this service during the year included the first daily stock tables with 3-digit price earnings (P-E) ratios, and the addition of dividend yields and P-E ratios to the 16-pica weekend tables.

Broadcast status

Beaton said that in the U.S. a total of 3,560 broadcasters now subscribe to UPI.

"The UPI Audio Network, which continues to grow, now serves 704 stations worldwide," Beaton reported. "Computerization of the domestic broadcast wire has increased the flow of coverage by more than 20 per cent."

In a section devoted to overseas operations, Beaton reported that foreign news media are relying more and more on UPI for global coverage.

He said UPI news reports now are delivered to several thousand overseas newspapers and broadcast stations either directly or through 31 national news agencies which receive, translate and distribute them in their respective home domains.

"This expansion is a healthy two-way development," he said, "because it has also enabled UPI to enlarge and improve its news coverage facilities overseas. The discontinuance of expensive translation and non-editorial functions in numerous foreign bureaus has meant the assignment of more UPI newsmen to their main function—reporting the news for subscribers everywhere."

Promotion

By George Wilt

EXPLORING THE GRAY AREA

A group of about 30 seminarians at a recent INPA session for some recent initiates to the field of newspaper promotion were straightened out on the subject of editorial promotion by a past master at the art.

Dick Jeffrey, promotion director of the *Dallas Morning News*, told the group that there is a "gray area" where product promotion, circulation promotion and public relations stop and editorial promotion begins.

Jeffrey suggested that editorial promotion had several purposes: (1) to develop a personal relationship between the writers and the readers, and establish that reporters are people rather than impersonal bylines. (2) to keep readers by reminding them that there is a variety of content in the newspaper—including entertainment, sports, amusements, information, comedy and tragedy—providing a window to the world. (3) to stimulate a desire to read tomorrow's paper; (4) to educate subscribers to recognize straight news from opinion or interpretive columns or editorials. (5) and, to attract new readers.

He urged promotion people to keep open lines of communication with editors, and to try and find out as early as possible what would be appearing in the paper. He particularly urged extensive promotion of new features and start-ups—for items such as Action Line, Secret Witness, and similar features.

He urged the promoters to send all department heads at his papers examples of the promotion turned out by his department, on a regular basis. He told them to get their newspaper's staffers out to speak on any possible occasion at public meetings, or school activities. He advised the use of competing media, including radio, television, transit advertising and outdoor.

Jeffrey emphasized the importance of in-paper advertising to keep your newspaper readers informed of your plans and activities.

Illustrating his remarks with examples of promotion produced by other newspapers, he told how the *Atlanta Journal & Constitution* promoted the 75th anniversary of the comics in the U.S.; how the *Peoria Journal-Star* quoted Lenin to dramatize the importance of a free press; and the *Dallas Times Herald's* in-paper ad series on the "people's right to know."

"Winning awards for your newspaper or by its staff makes a good subject for promotions," Jeffrey said, pointing out that the *Athens (Ga.) Banner Herald* told its readers about "winning three in a row and shooting for number four." And how the *Philadelphia News* ran a promotion thanking the jury of a competition.

He added that two of the easier and more obvious promotions were the use of page one boxes to announce or call attention to special subjects in the paper or "coming soon," and the use of rack card posters, a flexible point of sale medium.

Home of the

AMERICAN FLAG KIT

FLAG HEADQUARTERS for newspapers

immediate delivery

ATLAS FLAG CORPORATION OF AMERICA

Benton, Ill. 62812 • 618/439-2600

Rep: BERKLEY-SMALL, INC.

P.O. Box 6526, Mobile, Ala. 36606 • PH. 205/471-3466

**When you take on
the New York Times, the New York News
and the Long Island Press,
you'd better know what you're doing.**

Newsday did.

Newsday's decision to publish a Sunday edition wasn't taken lightly. True, we dominated Long Island's Nassau and Suffolk Counties with a daily circulation of 450,000 and a market coverage of 60 percent.

On Sunday, however, the New York Times, the New York News and the Long Island Press were entrenched on Long Island. And had been for years. By any measure, that's formidable competition.

But we knew our market and our audience and we knew we could produce a Sunday newspaper that would appeal to the special tastes and interests of Long Islanders.

So, just a year ago, on April 9, 1972, we launched Sunday Newsday. Here's what's happened since:

CIRCULATION

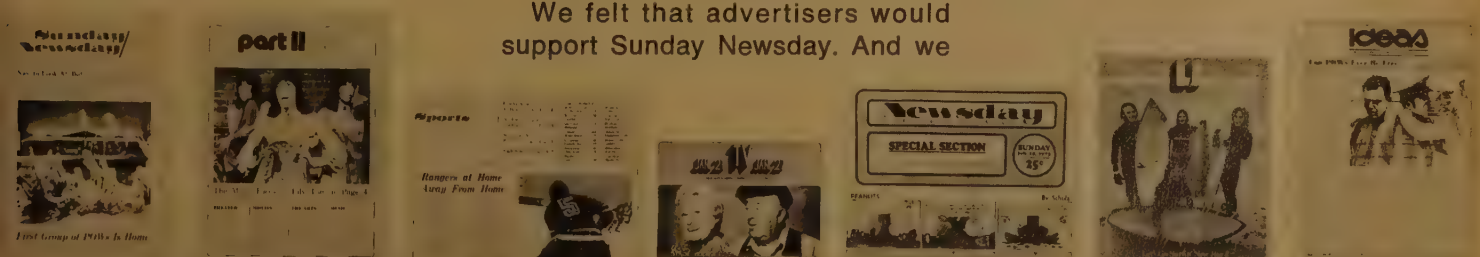
Starting from zero, Sunday Newsday reached a circulation of 338,639* by the end of 1972. Comparable ABC figures for the News, Times and Press are not available. But, based on an independent research study** of Sunday readership and our own market surveys, we're confident that Sunday Newsday is Number One in circulation in Long Island's Nassau and Suffolk Counties.

ADVERTISING

We felt that advertisers would support Sunday Newsday. And we

were right. In fact, our advertising lineage for the first nine months ran well over our budgeted expectations. Our rotogravure sections — LI Magazine and TV Book — were particularly attractive to advertisers (as well as to readers). As a result, all starting costs were recovered and the Sunday edition contributed substantially to Newsday's overall profits for the year.

Since September, 1940, daily Newsday has been one of American journalism's great success stories. Since April, 1972, Sunday Newsday has added still another significant chapter to that story.



*Audit Bureau of Circulations Publisher's Interim Statement, three-month average ending Dec. 31, 1972

**Markets In Focus, Fall, 1972

Newsday
The Long Island Newspaper

Driver safety

(Continued from page 15)

List of winners in Private and Contract Carrier Divisions in the campaign were, as follows:

PRIVATE MOTOR CARRIER DIVISION

Group A

(Up to 20,000 Circ.)

121 newspapers operated 804 vehicles 16,336,104 miles with 268 accidents.

First-Place—Pendleton (Ore.) *East Oregonian* operated 12 vehicles 395,066 miles without an accident.

Second-Place—St. Thomas (Ont.) *Times-Journal* operated 7 vehicles 172,609 miles without an accident.

Third-Place—Stroudsburg (Pa.) *Pocono*

Record operated 3 vehicles 106,971 miles without an accident.

Group B

(20,001 to 50,000 Circ.)

First-Place—Meridian (Miss.) *Star* operated 10 vehicles 445,981 miles without an accident.

Second-Place—Joplin (Mo.) *Globe* operated 11 vehicles 321,538 miles without an accident.

Third-Place—Salem (Ore.) *Statesman & Capital Journal* operated 15 vehicles 283,777 miles without an accident.

Group C

(50,001 to 100,000 copies)

79 newspapers operated 667 vehicles 16,018,574 miles with 262 accidents.

First-Place—Saginaw (Mich.) *News* operated 25 vehicles 1,433,751 miles without an accident.

Second-Place—McKeesport (Pa.) *Daily News* operated 3 vehicles 21,571 miles without an accident.

Third-Place—Sioux Falls (S.D.) *Argus-Leader* operated 2 vehicles 12,907 miles without an accident.

Group D

(Over 100,000 circ.)

144 newspapers operated 4,172 vehicles 113,649,575 miles with 2,673 accidents.

First-Place—Tucson (Ariz.) *Daily Star & Tucson Daily Citizen* operated 31 vehicles 1,012,456 miles with 2 accidents.

Second-Place—Norfolk (Va.) *Virginian-Pilot & Ledger-Star* operated 26 vehicles 376,500 miles with 1 accident.

Third-Place—Atlanta (Ga.) *Journal & Constitution* operated 71 vehicles 3,237,214 miles with 9 accidents.

CONTRACT MOTOR CARRIER DIVISION

Group A

(Less than 25,000 circ.)

43 newspapers had operated for their account 505 vehicles 10,369,456 miles with 30 accidents.

First-Place—Newark (Ohio) *Advocate* had operated for its account 14 vehicles 579,281 miles without an accident.

Second-Place—Elizabeth City (N.C.) *Daily Advance* had operated for its account 22 vehicles 464,456 miles without an accident.

Third-Place—Michigan City (Ind.) *News-Dispatch* had operated for its account 23 vehicles 344,692 miles without an accident.

Group B

(25,001 to 100,000 circ.)

88 newspapers had operated for their account 1,152 vehicles 30,810,892 miles with 61 accidents.

First-Place—Muncie (Ind.) *Star & Evening Press* had operated for its account 49 vehicles 1,582,196 miles without an accident.

Second-Place—Springfield (Ill.) *State Journal & Register* had operated for its account 37 vehicles 1,040,859 miles without an accident.

Third-Place—Santa Monica (Cal.) *Evening Outlook* had operated for its account 41 vehicles 1,040,000 miles without an accident.

Group C

(Over 100,000 circ.)

45 newspapers had operated for their account 1,068 vehicles 30,368,596 miles with 140 accidents.

First-Place—Rockford (Ill.) *Morning Star & Register-Republic* had operated for its account 74 vehicles 517,428 miles without an accident.

Second-Place—Quebec *Le Soleil* had operated for its account 15 vehicles 400,000 miles without an accident.

Third-Place—Des Moines (Ia.) *Register & Tribune* had operated for its account 131 vehicles 5,496,020 miles with 6 accidents.



OCR 170

"THE SCAN-ON BALL EXPRESS"

If you've ever missed a deadline because your keystroker is a slow-poker, you'll appreciate our "scan-on ball express," OCR 170.

Our Optical Page Reader System now scans pages of typed material (with or without proofreader's marks) at up to 120 characters per second (240 newspaper lines per minute). Without re-types and re-sets! Then we added the only working stack feeder in the industry. So that you avoid time-consuming double-feeds.

And, to really keep you on schedule our unique optical system which is solid-state, electronic and highly reliable, reads everything accurately on the first pass.

If you want to clear your composing tracks, see our "scan-on ball express" at a live demonstration in one of our customers' plants. Or, write for our new brochure.

any system that doesn't keep schedules is too expensive



compuScan INC.

900 Huyler Street, Teterboro, N.J. 07608 (201) 288-6000

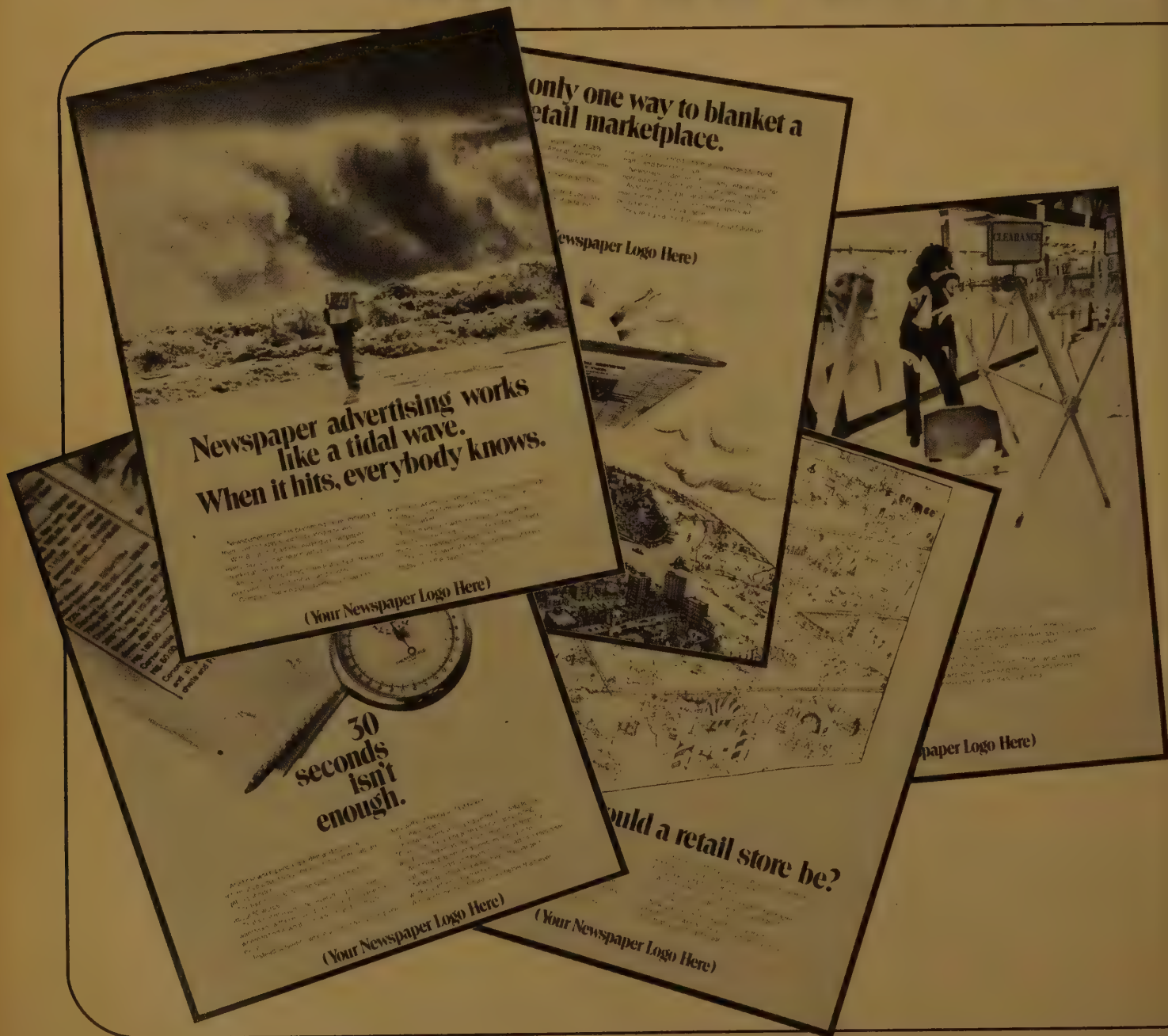
Cartoonists nominate

Thirty-three of the country's top cartoonists have been nominated for the "Reuben" Award named for the late Rube Goldberg, with the winner to be announced during the 27th annual dinner April 23 at the Plaza Hotel in New York City. Winners will also be announced in a range of 11 cartoon categories.

**FLORIDA'S
MOST
INTERESTING
NEWSPAPER**

Sentinel Star
Orlando, Florida

Starting June 1, over be telling marketers why most advanced ad



Great Northern Paper Company is proud to play a part in the development of a program many newspapers are finding useful in their own advertising selling and promotion efforts.

The first ad mats and repro proofs of the campaign, adaptable for use as in-paper ads or mailers, will be going out within the next two weeks to those newspapers who have requested them.

100 newspapers will newspapers are America's advertising medium.

The Times Herald
Norristown, Pa.

"We think your program . . . will be a most impressive effort to inform our retailers as to the value of newspaper advertising."
— Robert I. McCracken
Vice President

The News
New York, N.Y.

"Nothing but good can result!"
— Bruce G. McCauley
Sr. Vice President/
General Manager

The Boston Globe
Boston, Mass.

"Great to have one of our good and respected suppliers doing a job such as you are embarking upon . . ."
— Davis Taylor
Publisher

The Hartford Courant
Hartford, Conn.

"I am sure your program will benefit newspapers, and we at The Courant appreciate it."
— Bob Eddy
Editor and Publisher

The Westfield Republican
Westfield, N.Y.

"I think your new plan to help sell retailers on the value of newspaper advertising is just what the doctor ordered."
— James W. Mead
General Manager

**The Patriot
The Evening News**
Harrisburg, Pa.

"We salute you on your current advertising campaign!"
— Gregory M. Huntingdon
Promotion Manager

Wisconsin Rapids Tribune
Wisconsin Rapids, Wisc.

" . . . Sincerely hope the industry will do its part by utilizing materials offered and reinforcing GNP's efforts."
— Dick Davis
Advertising Director

The Everett Herald
Everett, Wash.

"We're proud to be associated with suppliers of your calibre in the wonderful business of newspapering."
— Herb Partridge
Advertising Director

**The Virginian-Pilot
Ledger-Star**
Norfolk, Va.

"Your program should render a genuine service to the industry and many individual newspapers. You may count us among those who are interested."
— O. J. Shively, Jr.
Manager, Creative Services

Buffalo Evening News
Buffalo, N.Y.

" . . . Great . . . it is important that companies other than the newspapers themselves point out the flexibility and advantages of using newspapers."
— A. A. Homburger
Manager Retail Advertising

The Concord Daily Monitor
Concord, N.H.

"Thank you for your excellent program. Your generous efforts cannot help but benefit newspapers."
— George W. Wilson
General Manager

Monterey Peninsula Herald
Monterey, Cal.

"This is really a great effort . . . to promote newspapers as the No. 1 advertising medium in the nation."
— Fred Hawes
Advertising Director

Wabash Plain Dealer
Wabash, Ind.

"Congratulations—your new program to help tell the newspaper story looks great . . . thanks for coming up with a program that should prove of mutual benefit."
— Don M. Nixon
Associate Publisher

Gannett Co. Inc.
Rochester, N.Y.

"We would need 35 repro proofs of each ad for distribution to our group of newspapers. We and I'm sure newspapers across the country are delighted with the series concept. Thank you."
— Vince Spezzano
Director—Promotion/
Public Service

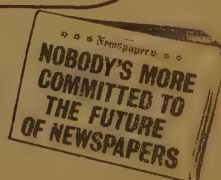
— Some typical responses.

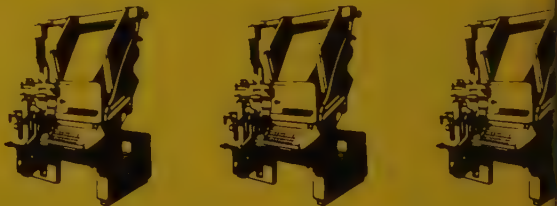
If you're not now part of this program, but would like to be, write S. A. Casey, President, Great Northern Paper Company, 75 Prospect Street, Stamford, Connecticut 06901.



**GREAT NORTHERN
PAPER COMPANY**

A division of Great Northern Nekoosa Corporation



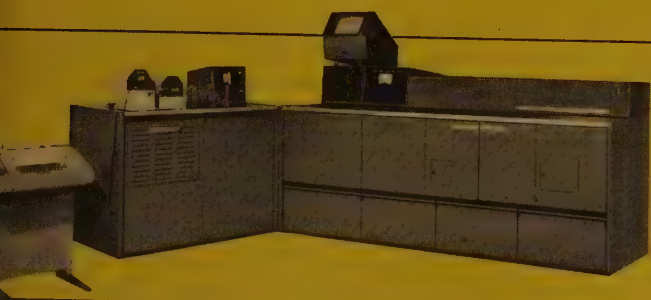
**And now there are
Linotron 505s in operation
bought one or more. One
costs less than 
...yet it will out-produce
...and at a fraction**

* The 200th was just shipped to the Memphis Publishing Company
— a Scripps-Howard operation.

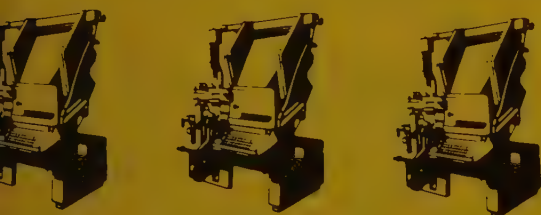
** May we send you a list?

over 200* Mergenthaler

48** newspapers have



Linotron 505



6 Linotypes

not just 6, but 20 Linotypes

f the cost

Mergenthaler

an **Eltra** company

MERGENTHALER LINOTYPE COMPANY
Mergenthaler Drive, P.O. Box 82, Plainview, New York 11803

Send us further information on the following:

- ☐ The Linotron 505 ☐ A list of newspapers using the Linotron 505
☐ The Mergenthaler CorRecTerm ☐ Tailored Software Programs
☐ Send brochure, "How to Make a Rational Choice of Photocomposing Equipment."

Name

Firm

Street Address

City State

Zip Phone 295B



SALUTE—The Society of Silurians, an association of men and women who worked for New York City news media at least 25 years ago, will toast Mrs. Katherine Graham, president of The Washington Post, at their May 1 Annual Awards Dinner. Mrs. Graham will be the first female guest speaker in the 49-year history of the organization. Mrs. Graham earned her chevrons as a reporter for the San Francisco News from August 1938 to March 1939.

BILL MCILWAIN has been named editor of the Saturday *Toronto Star*. He had been deputy managing editor of the paper.

JUDY KLEMSRUD and **DAVID BIRD**, reporters for the *New York Times*, were top prize winners in the Uniformed Firefighters Association's annual Media Awards contest.

LIONEL S. JACKSON, president of the New Haven Conn., Register Publishing Co., publisher of the *Journal-Courier* and the *Sunday Register*—named to the executive committee of the Greater New Haven Chamber of Commerce.

SCAN MAGAZINE has been published by ACB since 1954. It is the "Reader's Digest" of advertising & marketing. Reports creative selling ideas. Read by newspaper publishers, ad agencies, advertisers, stores. Sent free monthly to executives of papers using ACB Checking Proof Service. It builds national and local newspaper lineage.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.

NEW YORK, 535 Park Avenue, South
CHICAGO, 434 S. Wabash Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio
SAN FRANCISCO, 20 Jones Street

STAN WITWER, higher education reporter, appointed assistant to the editor of the *St. Petersburg (Fla.) Times* with responsibilities for the paper's programs to assure public access to the editors and news columns and principal monitor of the paper's performance, initiating surveys and other special projects for **EUGENE PATTERSON**, editor and president. Witwer succeeds **WILLIAM B. BROWN**, who has resigned to take a sabbatical year with his family in Britain and France. **ELEANOR RANDOLPH**, Times government and education reporter for three years, was moved up to higher education reporter.

WARREN W. SCHWED, founder-president of Grey Public Relations, named a consultant and acting director of public information for Corporation for Public Broadcasting.

Ex-Field newspaper staffers start magazine

Jon and Abra Anderson, former columnists for the *Chicago Daily News*, are co-publishers of a new monthly magazine that will go on sale in September in the six-county metro Chicago area.

The magazine, *The Chicagoan*, will start with at least 50,000 guaranteed circulation. The publication has been financed partially by the First National Bank of Chicago.

City Publications Co., the corporate parent of *The Chicagoan*, has purchased assets of *Chicago Magazine* which has been published every other month by The New Chicago Foundation. *Chicago Magazine* has ceased publication, and *The Chicagoan* has acquired rights to its name, advertising contacts and subscription list.

Subscription offers, handled by the direct response advertising agency, Rapp, Collins, Stone & Adler, Inc., will begin test mailings in June. The major campaign to reach the more than 7,000,000 potential readers in the Chicago metropolitan six-county area, including northwest Indiana, is set for late summer.

Prior to their three years as columnists ("Jon & Abra") for the *Chicago Daily News*, both Jon and Abra Anderson were staff reporters at the *Chicago Sun-Times*. Anderson, before joining the *Sun-Times*, was a contributing editor and bureau chief for *Time Magazine*.

Richard Christiansen, former arts and amusement editor and editor of *Panorama* for the *Chicago Daily News*, has joined *The Chicagoan* as editor. Associate editor is **Marshall Rosenthal**, former principal writer for *Panorama*. In late spring, other reporters and editorial assistants will be added to the full-time staff.

Gabe Joseph, former vicepresident for advertising for the *Chicago Sun-Times* and *Chicago Daily News*, will serve as consultant to the advertising staff.

JOHN STROHMEYER, editor and vice president of the *Bethlehem (Pa.) Globe Times*, will visit Penn State as part of the Editor-in-Residence program, April 24 to 26. The program is arranged by the Dow Jones Newspaper Fund which prepared lists of editors who are available to visit colleges and universities.

BILL WHITEHEAD, JR., named news editor of the *Malvern (Ark.) Daily Record* succeeding **EARLE W. WALKER**, retired to remain on the staff as special news representative.

FRANK WEIRICH has been named Sunday editor of the *Knoxville (Tenn.) News Sentinel*. He has been acting Sunday editor since the late **F. GUNBY RULE** death in April last year.

DON ARCHER, sports editor of the *Bristol (Tenn.) Herald Courier*, named Sunday editor while **DAVE SPARKS**, former sports editor has returned to that post after serving as sports editor of the *Charlottesville (Va.) Daily Progress*.

MRS. KAY MORRIS, a former staff member of the *Nashville (Tenn.) Banner* named news editor of the *Lenoir City (Tenn.) News*. **MRS. JOYCE DAVIS**, Lenoir City school teacher, has joined the advertising staff.



Chaff



Doherty

LIN CHAFF, managing editor of the *Blacksburg (Va.) Sun*, named reporter copy editor of the *Huntington (W.Va.) Advertiser*.

MICHELE DOHERTY, women's editor of the *Orlando (Fla.) Sentinel Star*, promoted to assistant managing editor/special features. **GEORGE PETERS III**, staff member of the advertising department named assistant manager of regional advertising. **BARBARA FOWLER**, who worked on layout at the *Sentinel Star* state des promoted to assistant women's editor.

TONY SIMNETT, editor of the *Upper Islander* and *The Courier* in Campbell River, B.C., resigned to join the Victor Press, publisher of the *Colonist* and *Victoria Times*.

TIM MARSH, named news editor of the *LaGrande (Ore.) Observer*. He was previously sports editor and photographer for the paper.

in the news



Raeber



Baczuk

MARY LOU RAEBER, an instructor at Marshall and Glenville (W.Va.) State College, is now a staff member in the advertising department of the *Huntington* (W.Va.) *Advertiser* and the *Herald-Dispatch*.

* * *

WILLIAM BACZUK, account executive with the display advertising department of the *Las Vegas* (Nev.) *Review-Journal*, appointed national advertising manager.

* * *

JAMES S. COPLEY, board chairman of Copley Newspapers, awarded the Navy League's National Meritorious Citation for outstanding service to the Navy and the nation.

* * *

ROBERT J. CHRISTIAN has been appointed manager of publisher services for *Family Weekly*, a new post. He was previously associate advertising manager of the magazine.

* * *

HENRY BURROUGHS, a photographer for the AP, won the top honor at the 30th annual photo contest of the White House News Photographer's Association.

* * *

JESSIE H. BURCHETTE, a reporter and photographer for the *Statesville* (N.C.) *Record* and *Landmark*, has joined the news department staff of the *Mount Airy* (N.C.) *News*.

* * *

PAUL H. KUTZ, JR., golf editor and columnist of the *High Point* (N.C.) *Enterprise*, named sports editor of the *Asheboro* (N.C.) *Courier-Tribune*.

* * *

CHARLES A. WAHLHEIM, executive vice-president of operations for Harte Hanks Newspapers Inc., San Antonio, Texas has resigned due to policy disagreements. His responsibilities will be assumed by ROBERT MARBUT, president and chief executive.

* * *

JERRY ANNIS, accounts receivable/billing manager of the *Oakland* (Calif.) *Tribune*, promoted to assistant controller.

* * *

EUGENE S. PULLIAM, assistant publisher of the *Indianapolis Star* and the *Indianapolis News*, will receive an honorary Doctor of Laws degree from Depauw University, Greencastle, Indiana.

* * *

KITTY MCKEE, fashion editor of *Fawcett Women's Group*, appointed women's editor of the *Norwalk* (Conn.) *Sunday Herald*.

W. IVOR WILLIAMS, managing editor of the *London* (Ont.) *Free Press*, appointed editor of the *Regina* (Sask.) *Leader-Post*, succeeding TOM SCOTTY MELVILLE—retired.

* * *

AL MARLENS, editor of the *New York Times* travel and resort section, named editor of the *Sunday Times Week in Review* section.

* * *

KENT STURGIS, assistant AP chief of bureau in Seattle, appointed chief of bureau for the states of Washington and Alaska, succeeding WICK TEMPLE—named general sports editor in New York.

* * *

RICHARD B. MILLER, in charge of major advertising accounts for the *Houston* (Tex.) *Post*, was appointed retail advertising manager of the *San Antonio Express News*.

* * *

MARTHA LIEBRUM, reporter for the *Houston* (Tex.) *Post*, named editor of its Today section, succeeding LYN VAN DUSEN, resigned.

* * *

WILLIAM H. HONAN, managing editor of the *Saturday Review* of the Society, a publication produced by the *Saturday Review*, returns as editor of the Travel and Resort section of the *Sunday New York Times*.

* * *

JIM W. MARTYN, managing editor of the *Prince Albert* (Sask.) *Daily Herald*, named publisher of the *Georgetown* (Ont.) *Herald*.



Dinsmore



Kirkpatrick

KEITH C. DINSMORE, executive director of Sigma Tau Gamma national fraternity, has purchased the *Fremont* (Iowa) *Gazette* and the *Hedrick* (Iowa) *Journal*.

* * *

CLAYTON KIRKPATRICK, editor of the *Chicago Tribune*, named winner of the Northern Illinois University's "Illinois Journalist of the Year." It includes a \$50 student scholarship to NIU and a cash prize to Kirkpatrick.

* * *

PETER PERL, staff member of the *Hartford* (Conn.) *Courant*—now a reporter for the *Vernon* (Conn.) *Journal-Inquirer*.

* * *

LINDSLEY WELLMAN, general manager of the *New Britain* (Conn.) *Herald*—re-elected vice-president of the Community Chest (United Way) of New Britain.

* * *

FRANK GRUNDSTROM, night editor of the *Boston Globe*—named assistant managing editor.

Fly Delta's Wide-Ride™ Jet fleet.



Welcome aboard! Delta's Wide-Ride jets give "comfort" a whole new meaning. There's the eight-foot headroom of a Delta 747. The two-on-the-aisle seats of a DC-10. The wide-open spaces of Delta's new 727 and L-1011 TriStar being added late this year. You'll have your choice of the most up-to-the-minute aircraft in the sky when you fly Delta's fleet of over 180 jets.

Delta gives you "ready-when-you-are" schedules covering a 33,300-mile route system that connects 99 cities in the U.S., five foreign lands and Puerto Rico. It's convenience like this that has helped make Delta fifth among U.S. airlines and the sixth largest airline in the world.

Check Delta before you're ready for take-off. And ask your Travel Agent for reservations on Delta... the airline with the big Wide-Ride Jets. **DELTA**
The airline run by professionals

Delta is ready when you are!

OPC to spotlight plight of missing newsmen in Asia

Twenty newsmen, including five Americans, are believed to have been taken prisoner in Southeast Asia. They are still missing, most of them for as long as three years, but there is hope and some evidence that several are still alive.

To spotlight their plight and to keep alive efforts to search them out and obtain their ultimate freedom, the Overseas Press Club of America is presenting its rarest award, the OPC President's Award—along with a cash donation—to the American Committee to Free Journalists Held in Southeast Asia, a group headed by Walter Cronkite, CBS News.

Jack Raymond, OPC president and former *New York Times* correspondent, will make the presentation to Tom Wicker, *New York Times* associate editor and treasurer of the American Committee, at the Annual Awards Dinner of the Overseas Press Club on April 23, at the Waldorf-Astoria Hotel.

"Only three such awards have been made in the club's 35-year history," Raymond said. "The Associated Press' Andre Marton, who was jailed in Budapest during the Hungarian Revolution of 1956, was the first recipient. In 1968, the award went to the newsmen of Czechoslovakia in

all media. In 1969, the President's Award was given to Astronaut Neil Armstrong, for the first reporting from the moon."

Secretary of State William P. Rogers will be the guest speaker at the OPC Awards dinner which traditionally honors outstanding journalists in all media. Cronkite will serve as master of ceremonies.

The five missing American newsmen are Welles Hagen, NBC News; Dana Stone, free-lance photographer on assignment for CBS News; Sean Flynn, son of the late Errol Flynn, free-lance photographer on assignment for *Time* magazine; Terry Reynolds, free-lance writer on assignment for UPI; and Alexander Shimkin, free-lance photographer on assignment for *Newsweek* when captured.

Names and news organizations of the other missing newsmen are: Dieter Bellen-dorf, Roger Colne and Yoshihiko Waku, of NBC News; Tomoharu Ishii and Kojiro Sakai, of CBS News; Akira Kusaka and Yujiro Takagi, of Fuji Television; Claude Arpin, *Newsweek*; Gilles Caron, AGENCE GAMMA, Paris; Guy Hannoteaux *L'express*, Paris; Takeshi Yanagisawa, Nippon Denpa News; Teruo Nakajima, Omari Institute, Tokyo; Georg Genslueckner, Willy Mettler and Allan Hiron, freelance.

In addition to Cronkite and Wicker, the U.S. branch of the International Committees to Free Journalists Held in Southeast Asia includes Peter Arnett, AP, secretary; and the following members of the Executive Committee: Barry Bingham, Sr.,

Louisville Courier-Journal; Otis Chandler; *Los Angeles Times*; Richard Dudman; *St. Louis Post-Dispatch*; Osborn Elliot; *Newsweek*; Murray J. Gatt, *Time-Life*; Katherine Graham, Washington Post Company; David Halberstam, *Harper's* magazine; Frank McCulloch, *Time-Life*; and Ward Just, writer.

API's fund drive goes over the top

Contributions and pledges to the American Press Institute (API) Building Fund have reached \$2,565,202, exceeding the minimum goal for the Institute's move from Columbia University to its own building in Reston, Va., according to James H. Ottaway, chairman of the API Advisory Board, and Turner Catledge, chairman of the Building Fund campaign.

They reported that \$2,523,698 has been pledged to date on behalf of 702 daily newspapers in the United States and Canada.

The broad-based support also includes contributions from the American Society of Newspaper Editors, The Associated Press Managing Editors Association, the National Conference of Editorial Writers, the International Newspaper Advertising Executives, the International Circulation Managers Association, and three regional circulation managers' associations, Mid-Atlantic, Pacific Northwest and New England.

In addition, 757 newspaper men and women who have attended API Seminars have made personal pledges totalling \$41,504. Gifts ranged from \$5 to \$2,000.

When the campaign started a year ago the minimum goal for land, construction and related expenses was set at \$1.9 million. This was revised to \$2.1 million because of increased building costs. Ottaway said the final figure may be about \$2.2 million.

This does not include certain equipment, or funding for maintenance of the plant which is expected to increase substantially API's annual operating cost, Ottaway said.

"We are keeping the Fund books open and we hope for pledges from newspapers that have not yet acted," he said.

"We very much need additional contributions to establish a fund to offset increased maintenance costs and thus help API maintain its relatively low tuition. We believe this is important so that the Institute's services can be used by the greatest number of newspaper men and women."

The Institute's new building in Reston, 18 miles west of Washington, D.C., being constructed on a four-acre tract adjacent to property of the American Newspaper Publishers Association. The two-story building will provide more than twice the space now available to the Institute in the Journalism Building at Columbia University. There will be two large conference rooms, four small ones, a library, and extensive work facilities for Seminar members and the API staff. The architects are Marcel Breuer and Hamilton Smith.

Walter Everett, API Executive Director, said the Institute will begin holding Seminars in Reston in September, 1971.

Retailers demand ACTION from advertising



They get it by using their
LOCAL DAILY NEWSPAPER



THOMSON-BRUSH-MOORE NEWSPAPERS Inc. * THOMSON NEWSPAPERS Inc.

SALES OFFICES

CHICAGO: 3150 Des Plaines Avenue, Des Plaines, Illinois 60018-Tel. 299-5544
NEW YORK: 50 Rockefeller Plaza, Suite 1325, New York, N.Y. 10020-Tel. 246-2265
PITTSBURGH: 2 Gateway Center, Room 753, Pittsburgh, Pa. 15222-Tel. 232-0200

The retailer's prime interest in appraising advertising dollars is investment return. They look for immediate and effective ACTION. That's why they rarely succumb to the glitter, the glamor (and the high cost) of electronic media.

National advertisers can follow in the firm footsteps of these successful retail merchandisers and get ACTION from their advertising, too. The local daily newspaper, particularly in non-metropolitan cities, offers near-saturation reach of fifty households, so no media-mix is needed.

When the people who live in Houston want to sell or buy, they pick The Houston Chronicle. Largest full run classified in the U.S.A.

You can sell "corporate" and "institutional" and "image-building" advertising to someone in Fortune's 500. But the little guy who's putting out his own dough to sell a bicycle or a baby crib wants results. In Houston he gets results by advertising in Chronicle Classified. Because of these results, The Houston Chronicle carries an impressive lead, year-in, year-out, over the other paper in this important barometer of advertising. In fact, The Houston

Chronicle publishes more full run classified than any other newspaper in the U. S. or Canada.

Specifically, in 1972 The Chronicle carried over 31 million lines of classified; 9 million more than the Post. And in 1972 The Chronicle gained 4.6 million lines over 1971, 1.8 million more than the Post. And in Houston it's like that every year.

Why? Chronicle Classified gives results you can count on. It's the same

reason that The Houston Chronicle also leads in 31 of 32 general, auto and financial classifications and in 19 of 32 retail classifications. If you want results, more coupons turned in, more sales, even a better "image," choose The Houston Chronicle, the leading afternoon and Sunday newspaper in the world in advertising lineage. You'll find out why, too. Results!



Largest evening newspaper in the world in advertising
Represented nationally by Sawyer Ferguson Walker
Source: Media Records 1972

ANTI-LITTER LAW HURTS N.Y. PAPER

While other papers may have problems with subpoenaed reporters or bricks through their windows, the *Suffolk* (N.Y.) *Life* is facing a unique danger—county politicians are trying to drive it out with an anti-litter ordinance.

The *Suffolk Life* is a predominantly free distribution weekly on Eastern Long Island. The paper started as a shopper but news content has greatly increased. The paper now has 150,000 circulation with about 30,000 of that paid.

However, its unpaid circulation is the subject of anti-litter ordinances in Islip and Brookhaven Town. The latter ordinance was passed in March and is the one that most worries *Life* editor David Willmott.

"It's the killing advertising," Willmott said. "Advertisers can't be sure if we're going to publish so our salesmen are finding resistance."

Willmott has continued to distribute *Suffolk Life* in Brookhaven and the town has not tried to enforce the ordinance.

"We're just waiting for the town to serve the subpoena" Willmott said, charging the town had not enforced the ordinance yet because the ordinance was just aimed at intimidating the *Life's* advertisers.

Similar law voided

Brookhaven's leaders "know they can't bring this to court" or the ordinance will be stricken down. The Supreme Court declared a similar ordinance a violation of the First Amendment in a 1972 case involving the *Van Nuys* (Calif.) *News and Greensheet*.

Willmott said Brookhaven politicians dislike his newspaper because "I have a big mouth editorially."



Jeanne Toomey Gray, *Suffolk Life* News manager

Unlike most shoppers, the *Suffolk Life* has gotten into some investigative reporting and takes strong editorial stands. It's also edited by a former organizer for Citizens for Kennedy in a Republican dominated area.

Willmott got off on the wrong foot with the political bosses of eastern Long Island almost immediately when he published a photograph of a Southampton Democratic group's interracial dance. Willmott was told by a Republican leader "We don't allow any publicity on Democrats in Southampton." Willmott ignored him and since "we have been giving non-machine candidates publicity."

Willmott's opposition was a key element in defeating a hand-picked machine candidate for State Assembly in Brookhaven in 1972.

Wants to split county

Willmott is also taking on Suffolk County powers by campaigning to split Suffolk in half, forming Peconic county in the east and Suffolk in the West. Eastern Suffolk state representatives are against the project, Willmott said, because they "don't want to represent a kinky-dink area." Peconic county would be mostly rural and sparsely populated.

Willmott said he has been offered Suffolk County legal advertising if he would stop this particular campaign. Willmott said the legal ads would bring in \$275,000 per year.

"This is the way politicians buy papers here," Willmott charged, by designating certain papers as official town newspapers. Despite its saturation coverage, the *Suffolk Life* is not considered an official town newspaper in any of its distribution areas.

The *Suffolk Life* is also deeply involved in preserving the county's ecological balance. "We have a limited amount of fresh water," Willmott said, so the *Life* pays particular attention to what kinds of manufacturing locates there.

The *Life* spent seven years opposing a deep sea port distilling plant built on the north shore of Eastern Suffolk. The N.Y. State Attorney General has since closed down the operation because it proved to be a sand and gravel operation and was ruining land and homes in the area.

More recently the *Suffolk Life* opposed another company's attempts to set up an oil storage area on the island. The storage area turned out to be a refinery which desulphurized the oil, putting sulphur in the air and water. The refinery was stopped.

Dave Willmott started the *Suffolk Life* on his mother's kitchen table 13 years ago. It now has 70 employees for its newspaper and 25 employees in its printing division, plus another 600 carriers. The paper is printed in 15 zone editions.

It's a young staff, Willmott said, with little other experience in newspapers. However, the *Life's* new News Manager,



David Willmott, *Suffolk Life* editor and publisher.

Jeanne Toomey Gray, has had over 20 years of journalism experience with the Associated Press, the *New York Journal American*, and a number of other dailies and weeklies.

Mrs. Gray is part of an effort to even further increase the news content of the *Suffolk Life*.

Willmott noted the *Suffolk Life* was "shopper-type at the beginning." But referring to the anti-litter ordinances, "defy any politician in this town to say we are not a newspaper. They have no right to define what is a newspaper and what isn't."

He added that the *Suffolk Life* would not abide by ordinances prohibiting free distribution in any part of the county.

Picture use will increase

The new technology means more money for pictures and more attention paid to pictures in medium sized newspapers. Rick Clarkson, director of photography for the *Topeka Capital Journal*, said in an address before the Wilson Hicks International Conference on Visual Communication in Miami April 12.

The photographer, Clarkson noted, able to look at what his product does for the whole newspaper. "Photographers must understand what they are trying to do with pictures in newspapers. Is it picture story or a word story? A picture can be like a headline—provocative, getting people to read. We need to complement and supplement tv. We can take readers where tv cannot take them."

Commenting on the widely-held view of the death of *Life Magazine* as being a blow to photojournalism, Clarkson observed: "So we don't have a *Life* anymore... Its place is being taken in many places by newspapers. One of the main things we must realize is that the national story has become the local story."

So the People May Know

"A corporation publishing a newspaper such as The Denver Post certainly has other obligations besides the making of profit. It has an obligation to the public, that is, the thousands of people who buy the paper, read it, and rely upon its contents. Such a newspaper is endowed with an important public interest. It must adhere to the ethics of the great profession of journalism. The readers are entitled to a high quality of accurate news coverage of local, state, national, and international events. The newspaper management has an obligation to assume leadership, when needed, for the betterment of the area served by the newspaper. Because of these relations with the public, a corporation publishing a great newspaper such as The Denver Post is, in effect, a quasi-public institution. . . . In this case we have a corporation engaged chiefly in the publication of a large metropolitan newspaper, whose obligation and duty is something more than the making of corporate profits. Its obligation is threefold: to the stockholders, to the employees, and to the public."

—Unanimous Decision of the Three-Judge Panel of
10th U.S. Circuit Court of Appeals
Dec. 29, 1972

THE DENVER POST

Writer says papers biased in covering news of women

Part one of a two part series

By Gena Corea

The female who received more space than any other on a recent *New York Times* sports page was a gorilla from Central Park Zoo. Since there are indeed women athletes, this may suggest that male definitions of female newsmakers are limited.

A study last summer showed that editors consider women to be newsmakers if they meet one of these criteria: an important husband, beauty, victimization (someone had broken the gorilla's arm), political significance, performance in the arts or athletics, ability as a homemaker, and "first woman" status—for example, first female Little League shortstop.

Not many women meet even these criteria. In the first section of the March 21 *New York Times*, reporters mention 502 people—466 are men and 36 are women.

When only seven percent of newsmakers are women, we can conclude either that men do the important things in the world and/or that it is men who decide what the important things are.

They tend to choose things they themselves are most interested in and they may make their decisions according to a value system which differs from the one inculcated in women.

Stories expendable

As female employees at the *Washington Post* stated in a complaint to the paper's management last April, "many stories considered expendable deal with social issues of interest to the general reader but they are given short shrift in this male-oriented, politically-attuned newspaper. The issues of women's rights, health, consumer news, day care, abortion and welfare are examples of stories not being adequately covered and displayed; and a newspaper with so few women cannot adequately reflect the interests and concerns of our complex and fragmented society."

Why does the press neglect women's issues?

It may have something to do with who has the power in newspaper structures. At the *Times*, according to a report by the National Organization for Women, only 12 percent of the employees and nine percent of the officials, managers and professionals are women.

At the *Post*, the 10 managing editors, nine news desk editors and nine special sections editors are all men, according to the Media Report to Women, published Sept. 29, 1972.

The report added: "Of the metropolitan, national and foreign desk editors, there are three women and 50 men. Of critics in the Style section, which includes what was once the women's section, seven are men and one, who is part-time, a woman. On the metropolitan reporting

staff there are eight women and 43 men."

In 1970, 15 percent of the *Post's* employees were women, the report noted, but in 1972, the percentage had dropped to 13.6 even though 40 percent of the applicants for jobs at the *Post* are women.

Throughout the country, most publishers, editors and reporters are men. The newspapers they produce ignore women's issues and reflect male biases.

Before describing exactly what women's issues newspapers fail to report, let me explain how newspapers help keep women in their place.

Semi-nude photos

Cheese-cake shots in newspapers reinforce the concept of women as sexual objects. United Press International has a photographer wandering around Australia taking pictures of women as nearly nude as possible.

As reported in the March 1972 issue of *Seminar*, Bert L. Marsh, managing editor of the *Sunday Express* in Montreal, responded this way to a UPI inquiry on whether the photos were appreciated:

"We maintain what we call a 'broads file.' Some weeks we don't go near it. Others, when we're hard up for something bright as a change of pace, we find it's a gold mine. Keep 'em coming."

Thomas H. Thompson, editor of the *Amarillo Globe-Times* in Texas, replied, "Any kind of diversion is a relief from the hard news. . ."

These men view women as a "change of pace," "something bright," a "diversion" from the serious affairs of the world. The funny page is often described that way too.

The way editors assist in changing women from people into objects—sex objects—can also be illustrated with the cutline used by the *Springfield* (Mass.) *Daily News* under a picture of a half-clad, busty blond woman perched on a car hood:

'Custom accessory'

"The Pantera is the latest entry in the sports car field, as exhibited recently in the Chicago Auto Show. The hood ornament is a custom accessory."

Would editors ever refer to a man as an "ornament," an "accessory"?

When a woman makes a serious and newsworthy achievement, she is still often reduced to sex object status by the words used to describe her. For example, the *New York Times* described a female candidate for the Supreme Court as having a "beauty queen figure," though it wrote nothing about the figures of the male candidates.

Special adjectives like "perky," "dimpled," "vivacious," and "attractive," are reserved for women of accomplishment to

make those accomplishments seem cute and to remind everyone that first and foremost, it's how a woman looks that is important.

Listen to this lead in an Associated Press story which appeared in the *Times*: "Petite and perky, blond and beautiful fragile and feminine are adjectives not generally applied to the family dentist. But they accurately describe Dr. Sheva Rapoport, president-elect of the American Association of Women Dentists."

Marital status noted

To male reporters, a woman's marital status is considered relevant, though a man's is not. Thus a *Los Angeles Times* reporter wrote this way of Dita Beard, the lobbyist in the ITT affair: "The 53-year-old divorcee has a reputation for bluntness."

I have yet to read, "Henry Kissinger, the 48-year-old divorcee who advises President Nixon. . ."

Another way to keep a woman off achievement in her place, is to identify her by the roles she is "supposed" to be filling—the roles of wife and mother. Last October, the *Daily Advance* in Dover, N.J. referred to a female candidate for the Randolph Township Council as a "petit housewife" and a "mother of three" and asked her how her husband felt about her running for office.

In a story on a male candidate for the same council, the reporter did not tell us how many children the male candidate had fathered or what the size of his body was or if his wife approved of his venture.

The use of the flip term "women's lib" to refer to the serious feminist movement is another example of the way newspapers trivialize the activities of women. Feminist Robin Morgan points out that editors do not write about Black Lib, Third World Lib or Bangladesh Lib. To do so would be to make light of the sufferings of these people seeking liberation.

Referring to women by their first name alone is a part of the trivializing process too. On March 30, 1972, the *Springfield* (Mass.) *Union* ran a story on the Angela Davis trial with this head: Angela Tell Jury Charges 'Absurd.'

Right above that, a story on Ramsey Clark's summation of the trial of Phillip Berrigan and six others was headed: Clark Sums Up Berrigan Defense. Why wasn't that head: Ramsey Sums Up Phil Berrigan Defense?

Reporters frequently refer to women of any age as "girls." The first paragraph of a widely used wire service story on the Ellsberg trial refers to a 27-year-old witness as "The girl in the Pentagon Paper case."

Noting this, Tim Leland, assistant managing editor of the *Boston Globe*, said "similarly, whites in the Deep South use to refer to blacks, of whatever age as 'boys'."

Limited interest

Editors often place stories concerning prominent women on the women's page of the theory, presumably, that what a woman

(Continued on page 66)

reporting the news for seventy years

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THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE SUNDAY OKLAHOMAN

Represented by Sawyer Ferguson Walker

More U.S. dailies using direct lithography process

By Margaret Cronin Fisk

Use of direct lithography methods is increasing at U.S. daily newspapers. The Cottrell division of Harris Intertype has developed a Di-Litho process and the Dahlgren process is in operation at eight papers in the United States and South America.

The Cottrell dampening system has recently been tested at the *Trentonian* in Trenton, N.J., and the newspaper expects to convert to 100 Di-Litho by May.

The Cottrell system is the second Di-Litho process in operation. Dahlgren of Dallas, in conjunction with ANPA, first began experimenting with Di-Litho in 1969. The Dahlgren process has been operative at the *Oil City* (Pa.) *Derrick* for three years. Until recently Dahlgren had been marketing the process through Inland Newspaper Machinery of Kansas City, Mo. Dahlgren is now doing its own marketing, installation and service.

The direct lithography process (Di-Litho is an ANPA name used by both systems) uses offset or lithographic plates on letterpress presses through the use of dampeners.

ANPA originally went to Dahlgren because of its previous experience with dampeners. Cottrell has only recently gotten into the Di-Litho business with tests at the *Trentonian*, an Ingersoll group newspaper.

First experiments

The first ANPA/Dahlgren experiments were on a Hoe Printmaster at the ANPA/RI research center in Easton, Pa.

Erwin Jaffe, director of the research center, said ANPA went to Dahlgren because it "made fountain units for presses at that time. The ANPA center," Jaffe said, "brought DiLitho from a lab experiment to a practical development."

At that point, however, "we couldn't really test here effectively," Jaffe said. Whatever problems would occur would have to be discovered through day to day use, he said, so a year ago ANPA stopped Di-Litho research.

By that time the Dahlgren process was in operation at several newspapers. Today the following newspapers use Dahlgren Di-Litho with their letterpress presses: *Connellsville* (Pa.) *Courier*; *Logansport* (Ind.) *Pharos-Tribune and Press*; *Jonesboro* (Ark.) *Sun*; *Port Arthur* (Texas) *News*; *Venango* (Pa.) *Newspapers*; *Oil City Derrick* and *Franklin News Herald*; *Richmond* (Ind.) *Palladium-Item*; *Crawfordsville* (Ind.) *Journal-Review* and the Bogota, Colombia *El Espectador*.

The *Trentonian* will be the first to use the newly developed Cottrell process. The *Trentonian* is a 60,000 circulation tabloid daily.

Brush dampener

S. C. Sanders, Cottrell senior vicepresident, called the Cottrell Di-Litho process "small and controllable." It's a brush

dampener process using a pan roll, water pan and brush, he said.

The brush dampener was "easily used" on offset presses but tests were needed to determine possible use for Di-Litho.

Cottrell tested on one unit of the *Trentonian's* double-width Hoe Powermatic. Sanders said the dampener "worked quite well." Tests were not run on papers dis-

tributed to the public.

The *Trentonian* currently is running hot type, letterpress. *Trentonian* General Manager Ed Hoffman noted that while one press unit is still hooked up to Di-Litho, the process will not be used until all equipment is installed. Photocomposition equipment is on order; some has arrived but the *Trentonian* is waiting for all of it before totally converting.

Robert Shelton, production manager for the Ingersoll group, said the *Trentonian* initially "working backwards" and will use repro proofs from hot type to make offset plates.

Shelton noted the Ingersoll group changing over a number of their plants but the *Trentonian* case was unique. The *Trentonian* letterpress press was pu-

"LETTERFLEX and photocomp in 53 days"



"LETTERFLEX makes conversion a pleasure," says Chet Achord, Project Manager for Harte-Hanks newspapers.

"Grace engineers assumed the responsibility including all press modifications. They even assisted us in the camera and composing departments.

"Only 53 days after signing contracts, we had converted both the *Ypsilanti* (Mich.) *Press* and *South Middlesex News* (Framingham, Mass.) to cold type and LETTERFLEX.

"Another of our papers, the *Hamilton* (Ohio) *Journal News* was producing 100% of its paper by molding mats from LETTERFLEX pattern plates within 49 days.

"LETTERFLEX was an essential ingredient in the success of the conversions."

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... make letterpress make sense

ased in 1966, making it much too new to rap for offset. Not "as long as Di-Litho erates, we have no intention of buying new press."

Newness important

Sanders noted that the newness and condition of the press is an important factor in conversion to Cottrell's Di-Litho. Use of a 20 or 25 year old press is dimensionally more demanding" because the shallow impression used, he said. Cottrell regards Di-Litho as an interim process, a "way to get immediate effects in photocomposition," Sanders said. The process should be particularly attractive to groups, Sanders said, because papers with newer presses can use Di-Litho and the groups can "spend mon-

ey on new offset where they really need it."

Cottrell isn't pushing the Di-Litho process just yet, Sanders noted. "We don't wany anyone else to buy one until it's successful at the Trentonian." But he added, there is "every indication it will be quite successful."

Sanders said the Di-Litho produced newspaper looks sharper than letterpress, though not as good as pure offset. He added that as for half tones "we haven't given it the acid test on finer line screens."

Rated higher

Sanders rated the Cottrell Di-Litho as a 65, for reproduction and appearance, giving letterpress a 50 and offset 100.

A spokesman for Dahlgren, however, could do "90% of what an offset press can do."

Bob King, of Dahlgren's Dallas office, noted "the appearance varies because some press crews are better than others." Reproduction depends on the quality of the plate and the people making the plate. But he said, Dahlgren "guarantees" that a newspaper's appearance will be "much better than letterpress." or the company will refund the buyers money.

Most of the newspapers using the Dahlgren process are medium-small size dailies, but the Bogota, Colombia paper has a daily circulation of over 200,000. Another Dahlgren spokesman, Bill Sullivan, noted that the South American newspaper was using 55¢ offset plates and not replating for the entire press run.

The Dahlgren process has been primarily used, so far, on 2-plate wide presses and only Goss Headliners and Universals.

However, Sullivan noted that Dahlgren's original tests were on a Hoe and that Dahlgren can adapt the process to fit any letterpress press. The Danville (Ill.) *Commercial-News* will use Dahlgren Di-Litho on a four-plate wide press. The Danville paper is part of the Gannett chain and is being used as a pilot for the chain in testing Di-Litho, Sullivan said.

Condition important

The Danville Press is also fairly old, built in 1937. Sullivan said "the newness of the press doesn't mean anything." The condition of the main cylinder bearings and the rollers and the press itself is more important.

Many of the presses using Dahlgren Di-Litho are almost 20 years old. Sullivan noted that while condition of the "Cylinder process is more critical (with Di-Litho) this is also true if you use any of the other plate systems" such as Letterflex or Dynaflex.

Sullivan added "if the press is really old, you're better off buying a new press."

Dahlgren users are reporting savings because the process enables change to photocomposition. Kenn Rabb of the Venango Newspapers noted that ink prices rose from 6¢ to 26¢ a pound and the papers now use 35¢ offset plates. But the papers have switched to total photocomposition, and a number of jobs are being eliminated. Employees are being reduced through attrition.

Rabb said that initially Venango had a few problems, primarily with finding the proper ink and water mixture. However, "we've ironed out the bugs" and Venango now considers Di-Litho "better than letterpress."

Set \$1M expansion

A \$1 million expansion of the Longmont (Colo.) *Daily Times-Call* and the *Loveland Daily Reporter-Herald* was announced by Publisher Edward Lehman.

The expansion will include a major building addition and a new 32 page Goss offset press in the Longmont plant. Composing rooms in both newspapers will be converted to photocomposition.

"LETTERFLEX cut our operating costs 30%"



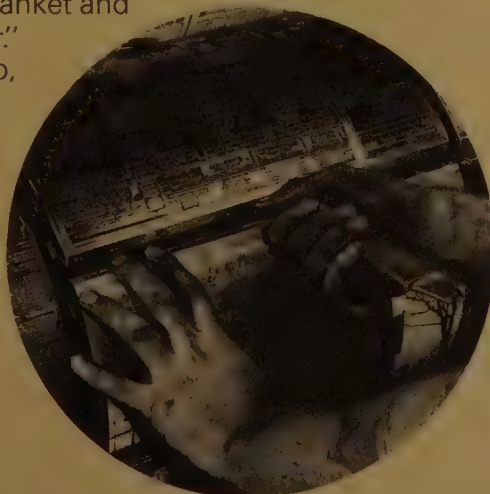
"LETTERFLEX changed our minds about offset," says Ed Ray, Production Manager of the *Hollywood (Fla.) Sun-Tattler*.

"LETTERFLEX gave us the best looking paper at the lowest possible cost, for many reasons..."

"Labor costs are lower because platemaking is automated and press operation is much simpler. "Paper waste is half that of offset, saving a paper our size about \$15,000 a year. "Ink costs are less. We need no special chemicals to maintain the press. Blanket and roller life is much longer." Add it all up and you, too, will discover that LETTERFLEX makes a lot of sense. Get in touch with us now.

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Biased reporting

(Continued from page 62)

an says is of interest only to other women. Critic Marya Mannes notes that it doesn't matter what a woman says—it will end up next to a recipe for a pineapple upsidedown cake.

Let's take a look at other articles found on the women's page and see what they tell us about the roles deemed appropriate for women. We find recipes, "Dear Abby," articles on child-rearing and on charity drives, home sewing advice, tips on decorating and laundering, announcements of concerts and art exhibits, columns on how to make your body look better, and articles on how to turn your marriage into a love affair.

The newspaper tells us, then, that a woman is: a cook, the solver of family problems, a mother, a doer of good works, a seamstress, a lover of culture, a beautiful sexual object and a wife.

The women's page rewards females who fulfill these roles best by listing their names as charity drive organizers, club members and recipe donors. Engagement and wedding announcements also appear on the women's page.

A woman has a good chance of getting her six inches of fame on the social pages and has the best chance of making the sports page if she is the wife, widow or daughter of a sports figure.

If you read the sports sections of the March 21 New York Times, *Newark Star-Ledger* and *Dover (N.J.) Daily Advance* you would have found mentioned in each paper, respectively, 160 men and 13 women, 299 men and eight women and 152 men and two women.

Mrs. Roberto Clemente was mentioned in all three papers because her late husband had been voted into baseball's Hall of Fame. ("Mrs. Clemente, fighting back tears, said only, 'Thank you for everything.'") Kristine King's name appeared in the Times because her father is a leading horse trainer.) "'Horses coming,' squealed three-year-old Kristine King yesterday as the field in the third race at Aqueduct jogged past . . ." Mrs. Jack Nicklaus made the Ledger sports page because her husband is color-blind and she must choose his clothes for him. ("Barbara picks 'em out for me and matches the colors," Nicklaus said.)

Athletes put down

Several female tennis players were mentioned on the pages, but the Ledger didn't let them get this attention without incorporating a put-down in it:

"Virginia Wade and Chris Evert agree that Margaret Court will defeat Bobby Riggs in their man verses woman match in May, but, being female, Virginia and Bobby aren't all that positive."

Though we read endlessly about male players' stiff shoulders, pulled leg muscles and sore backs, sports editors can't seem to find any room to record the achievements of women in sports.

Is it really that there are no women in sports or is it that no women have any

power to determine what goes on the sports page? Does the sports page's assertion (by omission) that women do not compete and are not interested in athletics, become a self-fulfilling prophecy? Does the sports page help to limit the options open to women?

We know how women can get on the women's and sports pages. Let's see for what activities they get coverage in the rest of the paper.

My last newspaper, the *Holyoke (Mass.) Transcript*, gave me a bi-monthly page for running stories and columns on the conditions under which women live. On one page, my colleague, Frank Greve, examined the June 7, 1972 issues of The New York Times, The Boston Globe and The Holyoke Transcript for their coverage of women.

Greve reported:

"The Times mentions no women newsmakers independent of marital, family, political or first woman status in its entire June 7th issue. The Globe mentions three: a tenement owner, one of her tenants, and a Welfare Department spokesman.

"The Transcript, with a much more modest sense of political importance and newsworthiness, does much better by women. Its editorial page runs 33-11, men dominating. Because aldermen, brides, college graduates, members of the American Legion auxilliary, Golden Agers, high schoolers and club women are news for this paper, more women meet the standard. . .

"The conclusion that follows is not reassuring to feminists however: the less significant the event, the more likely that a woman will be mentioned."

Why disproportion

If women are so disproportionate a percentage of the newsmakers, then we must ask why. It may partly be that male editors don't view women's issues as important ones and so, neglect them, but it may also be that men do indeed do most of the important things in the world. Well why is that?

Under what conditions do women live that they end up doing the "unimportant" things?

Instead of reinforcing the stereotyped roles society says are "appropriate" for women, I suggest that newspapers begin to explore that question. Do feminists have legitimate complaints, or is it all empty rhetoric?

Many journalists today are reporting on women's issues superficially. They wait until women charge a company with sex discrimination and then write a story on the law suit. But what is happening to women every day?

Newspapers can cover women's issues adequately. My special page at the Holyoke Transcript dealt seriously with problems other than cooking or cleaning. Part II of this series will outline what kind of stories we did and the kind of stories other newspapers can do if they make a commitment to considering women in other than domestic roles—and why most newspapers are not ready to make that kind of commitment.

Boston Globe's women staffers charge sexism

A letter, signed by several female staff members of the *Boston Globe*, charges that paper with denigrating women in both their editorial and advertising coverage.

In 1969, following a sit-in by a group of women in the editor's office to make a point on behalf of women's rights, the *Globe*, according to assistant managing editor Timothy Leland, has raised its collective consciousness considerably. The letter concedes this point, saying that the *Globe* has "come a long way" in the last three years from "bra burning as a reference point."

Nevertheless, the signers of the letter list six ways in which the paper continues to disparage and condescend to women. They are: "the irrelevant use of women's movement for a laugh grabber"; "the use of women in photos for sex interest"; "the extraneous insults accorded women either generally or as wives, mothers-in-law, etc. . . ."; "the use of the word 'girl' for 'woman'—every female over 18 is a 'woman'"; "the bizarre recurring references to women's underwear"; and "advertisements in the paper that clearly exploit women as sex objects."

Writing on the *Globe* Op-Ed page, Leland himself cites a few examples of what the women are referring to. A clipping that began "a vivacious, beautiful young Jewish girl with flashing eyes", says Leland, is not denigrating in the precise sense of the word, but Leland accepts the women's contention that such references are irrelevant and unjustified.

"It is often difficult for males to see what all the fuss is about," he writes, "but it comes down to one simple thing: women want to be treated as individuals, not with some special, peculiar reference to sex, or appearance. To this extent, 'feminism' is really 'humanism' in disguise. All they're asking for is respect for one human being to another. It is not an unreasonable request."

Judge declares Montreal rack ban as invalid

Montreal's bylaw banning newspaper distribution boxes everywhere except in non-residential zone interiors was ruled invalid April 11 by a Quebec Superior Judge "because there is no reasonable relationship between the evil which it sought to remedy and the legislative provision contained in it."

A petition by the Gazette Printing Co. publishers of the *Montreal Gazette*, contended the bylaw "constitutes an arbitrary, abusive and illegal use of the city's delegated powers." It was labelled "discriminatory" and an "unwarranted and illegal interference in commerce and industry and, in particular, in the conduct of the petitioner's business."

Phoenix is younger than you think.

Median age in Metro Phoenix is under 25 years. That's several years lower than the national median.

Surprised?

Most people are. Yet, more young people are doing more young things in Phoenix than ever before. And accounting for a bigger and bigger portion of Phoenix' \$3 billion-plus retail sales.

Just as we saturate every segment of the Phoenix market, so we also reach every week an impressive 4 out of 5 young-adult households between 18 & 35*. Total combined circulation is now more than 300,000 daily.

Phoenix. We penetrate like no one else can.



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"Good news about a tough problem that concerns us all."

The making of steel involves many intricate processes. Among these is the production of coke from high-grade metallurgical coal. Coke is used in blast furnaces to produce the intense heat and reducing atmosphere necessary to convert iron ore into metallic iron — the first step in steel-making.

Converting coal to coke is presently accomplished in costly and complex installations called coke oven batteries. Each battery has several dozen individual coke ovens, arranged very much like the slices in a huge loaf of bread. The "slot-oven" method is very efficient, but because it is basically a batch process which requires each oven to be opened when it is charged with coal and again when the finished white hot coke is pushed from the oven to be quenched, it represents a very difficult pollution control problem. Probably no

process throughout the industry has received greater attention from environmental control engineers than cokemaking. This attention has resulted in a number of experimental projects, some of which are aimed at improving the present slot-oven method and some which seek completely new ways of making coke. Republic is proud to be a participant in one of the most significant of these projects — significant in protecting the jobs of thousands of steelworkers and improving the economic outlook of the many communities where we have steel-making facilities.

In a joint venture with two other steel companies and a major coal producer,* Republic has been deeply involved in researching a completely new method of making blast furnace coke. It is known as the coke pellet process and it is a continuous, totally enclosed method. More than \$7 million has been spent to date to bring this process through the laboratory and

*Consolidation Coal Company, Bethlehem Steel Corporation,
National Steel Corporation



W. B. BOYER

Bill Boyer, President, Republic Steel Corporation, reports on a new, cleaner way to make coke.

experimental plant stage. Now the next step is being taken, the construction of a large pilot plant near Baltimore and the testing of the resulting product in a full-scale blast furnace. This step will span at least 36 months and will raise the research and development costs of this process to over \$30 million.

That's a lot of money. And it's ample evidence that the four-company group that has committed this money has a deep concern and a real commitment to protecting the air and water in the cities in which each of us operates.

And it is looking more and more that this effort has been worthwhile. For not only does the new process promise to be effective from the standpoint of environmental control, but it may well permit the use of types of coal now unsuitable for cokemaking, extending the useful supply of this important fuel with which our nation is so generously supplied.

If this process should prove successful — economically, as well as from a technical standpoint — we will be well on our way toward solving one of our biggest environmental problems.

We thought you would want to know about this. And want to know about what it takes in manpower, scientific skills, and willingness to invest large sums of money to bring you good news of this sort.

We know you are as interested in protecting the environment as we are.

We live here, too.

Republicsteel

Survey findings shed light on suburban paper readers

By Andrew Radolf

Dr. H. D. Ostberg of H. D. Ostberg & Associates (New York, N. Y.) delivered to the second annual meeting of publishers of the Suburban Newspapers of America last week in San Francisco his preliminary report on the findings of The National Suburban Newspaper Readership Survey.

Dr. Ostberg's results were heralded by William H. Over, president of the Suburban Newspaper Research Center, the SNA's central sales agency which commissioned Dr. Ostberg's survey, as "absolute proof of the strong position of suburban newspapers in the national marketplace."

In emphasizing the objectivity of Dr. Ostberg's research, Over stated "We (the SNA) had nothing to lose by knowing the truth and everything to gain. We wanted a report that we could take to the national chains as JC Penney's and Sears and say 'This is a new dimension, gentlemen . . . which you must take into consideration in the future'."

Dr. Ostberg told his audience that he was trying to gain the Advertising Research Foundation's approval for his survey which was conducted at 117 different locations with the top sixty-four standard metropolitan statistical areas (pop. 500,000 or more) in the continental United States. The survey used a projectible sample consisting of pre-selected households and a randomly selected respondent among the adults in each household. The interviewers made three calls at each household in order to meet the ARF requirement of an 80% response rate. The interviewers included questions on the interviewee's readership practices, suburban newspapers read, if any, metropolitan newspapers read, if any, and personal background. Dr. Ostberg said that the total population for the top sixty four SMSA's was 32,739,000.

Metros compared

A suburban newspaper was defined as one covering areas described as suburban by census data and having 65% or more of its editorial content on local news.

Though Dr. Ostberg compared many of his findings on suburban newspaper readership against corresponding figures for metropolitan dailies, he stated that the figures for the metro papers were listed only as a guide "for what good is."

The major survey findings were:

1. 51% of all adults within the top 64 SMSA's have read a suburban newspaper in the last four weeks.

2. 43% of all the adults reported having read the last issue of a suburban newspaper, and 12% of the sample stated that they read only the last issue of a suburban newspaper. The last figure Dr. Ostberg broke down to 14% of the women and 9% of the men having read only the last issue of a suburban paper.

3. 61% of those who have read the last issue of a suburban paper have read 75% or more of that newspaper. This figure

compares with 47% of those having read the last issue of a metro daily reporting that they read 75% or more of the paper. For women and men, the percentages break down to 67% of the females and 54% of the males stating they read 75% or more the last issue of a suburban paper, whereas for metro dailies, the figures are 51% of females and 42% for males stating they have read 75% or more of the last issue. Dr. Ostberg arrived at these figures by having the interviewees estimate the number of pages in the newspapers and then estimate what percentage of the paper they read. "Though the absolute figures they gave are not meaningful, the relative figures are meaningful," he stated.

Food ads studied

4. In the last issue, 55% of the readers of a suburban newspaper read food store advertising, 63% read store advertising other than food stores, and 56% read classified advertising. The percentages for women alone were 68, 70, and 56. For metropolitan dailies, 50% of the readers read food store advertising, 62% read store advertising, and 35% read classified advertising. For women alone, the metro figures are, 67% 72%, and 30%.

5. In the past four weeks, as a result of an advertisement 41% of all suburban newspaper readers shopped at a store, 26% cut out price reduction coupons, 12% answered a classified ad, and 8 telephoned a store.

6. The average suburban reader buys fifty percent more items than the national average. Two thirds of those readers do their buying in suburban stores.

Dr. Ostberg described the suburban reader as someone who is stable, settled, and has high needs and purchasing interests. "They are an active group," he reported. "They belong to the PTA, church organizations, sports clubs, and political clubs. Thirty four percent of the female readership is working."

William H. Over stated that the SNRC hoped to have the final report by May 15. The SNRC's plans for the research study are to prepare in Over's words "a sales tool to attract (retail) leadership at the national level. By reaching the man at the top, there will be a filter down process of policy to the regional and local levels." Over also remarked that the report, though preliminary, establishes suburban newspapers' credibility as a powerful marketing tool. He told the publishers of the SNA that the SNRC hoped to provide each of the individual papers with a sales tool that can be shown to local and regional advertisers as well as the national ones.

Despite Sigma Delta Chi's public service award to the Sun Papers of Omaha, the Suburban Newspapers of America's own ad and promotion contest awards ceremony ended with a sober reminder that most suburban papers still have far to go along

the road to editorial excellence.

David Skylar, awards chairman and publisher of Sun Newspapers (Comcorp Cleveland, announced that no first place award for general excellence of news presentation was to be given. The panel of six judges, all men from the Cleveland area, in a statement read by Skylar said that the suburban newspapers had failed to take full advantage of the opportunities available to them through their use of modern printing technology.

Two areas cited

The judges cited color photography and graphics as two major areas in which the papers were not nearly as innovative as they could be. "Your papers look like they evolved, just grew. They do not look planned," the judges stated, and charging that news presentation "antiseptic" as that having legible, readable news forms were simply "not enough," they remarked "Your papers have charm, but they lack charisma. You are slow to dramatize. The judges concluded by saying that with the major dailies' problems of conversion to modern 'cold type' facilities and trying to appeal to a diverse mass audience, the suburban newspapers have "an unprecedented opportunity to run them. Take it!"

Skylar seemed to express the sentiment of the group when he remarked that he considered the judge's report a challenge to the industry. He told the audience that the same six men were asked to judge next year's contest so they may see if the challenge is met.

Four honorable mention awards for general excellence of news presentation were given, however.

Those so honored were:

The *Bellevue American*, Bruce Helber, publisher, Bellevue, Wash.

The *Towne Courier*, Harry Staple, publisher, East Lansing, Mich.

The *Navato Advance*, George A. Barwell, publisher, (Marin Publisher Co.) Napa, Cal.

The *Eccentric*, Henry M. Hogan, Jr., publisher, (Suburban Newspapers Michigan Inc.), Birmingham, Mich.

White House photos honor Burroughs, AP

The White House News Photographer association grand award for outstanding photojournalism went to Henry Burroughs, Associated Press photographer with presidential assistant Henry A. Kissinger making the presentation at an April 12th dinner in Washington.

The winning photos in the 30th annual photo contest are on exhibition at the Library of Congress through July.

Mike Lien, *New York Times*, won the first prizes for portrait and black and white feature. Other firsts went to: Denis Cook, United Press International sports; Stephen Northrup, *Time Magazine*, black and white picture story; Warren McNamee, *Newsweek Magazine*, Presidential picture; Bernie Boston, *Washington Star-News*, feature color, Ken Heine, *Washington Star-News*, color picture story.

Nothing stacks up to Stack-Pak in speed or automatic operation.

Stack-pak is the first counter-stacker designed for those colossal press loads. Its 70 stack per minute capability can maintain a sustained input rate of 90,000 papers an hour!

Completely automatic and self-monitoring.

Alternating automatic delivery permits equalized distribution between tying lines. Your Stack-pak automatically turns on, tracks the press rate, senses and diverts bad stream segments, monitors and clears

itself, and then, when all presses have stopped, it turns itself off.

Truly portable.

Stack-pak weighs only 1,200 lbs. and doesn't have to be built into the conveyor line. This remarkable self-contained unit can be moved from one delivery area to another in minutes.

Programmed control.

Stack-pak allows you to program both quantity per stack and direction of discharge via manual keyboard,

punched cards, or optic scan top wrap equipment.

Field tests confirm: Nothing stacks up to Stack-pak. A completely reliable, jam-free unit built to run at even the highest press speeds. Get the whole story. Contact your Cutler-Hammer man today. Contact us direct at P.O. Box 29, Denver, Colorado 80201. Or Phone (303) 266-1943.



CUTLER-HAMMER

DENVER, COLORADO 80201



Photo

(Continued from page 16)

greater input of feature photos and improved day to day picture quality and captions.

Asked the inevitable as to how he as chairman voted in the poll, Tuttle didn't retreat behind chairman's privilege. "You would have to presume that my feelings are loaded toward the idea that American journalism grew beyond flesh pictures on the wire." He adds that some editors admit they don't use any of the pictures, or use "one a year," and mentions some opinion is that for the most part such pictures are "satisfying interests of editors as opposed to satisfying needs of readers."

Tuttle thinks he will have a fair cross section of opinion, but some of the comments received are "unprintable" both pro and con.

Harold G. Buell, the AP executive news-photo editor, reacts to the bikini brochure statement that he "steadfastly maintains that bathing beauty pictures are a required ingredient in the wirephoto diet."

The cheesecake pictures are transmitted on the network, because "papers ask for them, want them, and use them," Buell declares. Some comments may indicate that cheesecake is transmitted to entertain newsdesks of newspapers; but that's not the reason AP does it, he adds.

"Mr. Sydney"

When "Sydney" pictures are mentioned (the pictures in the AP brochure originated in Australia) Buell suggests getting the discussion "off Sydney." This is a general cheesecake discussion, with cheesecake being a picture of "a pretty girl without a strong news angle," he counters. Buell thinks the three-or-four a month AP pictures get "medium play." And the supply comes from Atlantic City, Miami, or the West Coast, after the seasonal supply received here in the winter from Australia's summer scene, he adds.

At the *New York Daily News* J. Howard Knapp, long-time picture editor of the paper which uses the cheesecake with "no rule or regularity" but generally one or two a week, says he doesn't think anybody takes the pictures seriously. But, of the Sydney crop, Knapp adds, "They are probably the most beautiful girls I've ever seen."

If we get three letters a month complaining about the pictures that's a lot, Knapp says, and he has had no complaints from women's liberation members. Called "Mr. Sydney" by his friends, Knapp adds that when the Australian supply drops back because of the seasonal change, "We have our own girls—same ingredients, different packaging."

UPI policy

United Press International had a cheesecake debate in late 1971 in several editions of the *UPI Reporter*. Says Ted Majeski, executive editor of UPI Newspictures: "Following all this back and forth about the Australian cheesecake pix we

did advise those corresponding that: UPI Newspictures would continue the present practice of transmitting an OCCASIONAL purely cheesecake photo in the service with due assurances to those who objected that:

"1. We will never let the transmission of such a picture interfere with the movement of genuine hard news pictures.

"2. We promise not to be angry with any editor who throws our cheesecake offerings into the round file.

"This was back in October of 1971, but our position is the same today."

UPI Newspictures began to move one Sydney photo a week, mostly on Saturdays in 1969. Ted recalls that the *Daily News* got letters to the editor asking "why" and then when the pictures weren't used, got calls demanding "why not?"

UPI Newspictures move the Australian pictures on a regular basis on the network "when they're good." UPI gets about 4 or 5 a week from Sydney newspaper photographers, and generally one is outstanding, according to Majeski. The others are saved for a "poor week."

Commenting on the wealth of pictures from staff photographers of Sydney newspapers, Majeski says that the American market doesn't produce much cheesecake anymore.

Majeski, noting that some of the "beach pictures" from Australia are shot indoors in a studio set-up or in Sydney parks, doesn't think U.S. photographers are concerned with bikini pictures. He says perhaps about 50% of the papers use cheesecake occasionally, and that the *Philadelphia Daily News*, *New York News*, and *Chicago Sun Times* are among regular users.

The drop in interest among U.S. photographers may have had to do with the pictures being cheapened by the former practice of having a product in the picture—"displaying the girl's body to sell the product." Majeski rarely gets any of those now and the "movie starlet stuff" is absolute zero. The beauty pictures have to be more "natural," according to the editor.

S. 1400

(Continued from page 7)

1122 is punishable by imprisonment of not more than seven years or a fine of not more than \$50,000.

"If this deterrent to a reporter for using unauthorized communications from government sources were not enough, the proposed revised criminal law contains another section, Section 1123, which again makes it an offense for a person being in possession or control of information relating to national defense to communicate it to a person not authorized to receive it. (Section 1123 (a) (1)). The penalty is as in Section 1122.

Hold reporters liable

"Thus the proposed revision of the federal criminal code makes it abundantly clear that this proposed legislation intends to make reporters directly criminal-

ly liable for any use of information obtained from the federal government by confidential sources when this information pertains to a very broadly defined concept of national defense. Attaching criminal penalties to the use of information by the press is unprecedented in American history except for the Alien and Sedition Acts. In this case, the proposed legislation is not only attempting to tighten up the retention of this information within its own bureaucracy, but is perfectly willing to jail reporters up to seven years for publishing such information, even if the information was improperly classified related to abuses, dishonesty or waste in the federal government, and it clearly served the national interest to make it public.

"When these four provisions are taken together, they can only be described as 'national secrecy act.' They impose severe criminal penalties upon all unauthorized distribution of information relating to national defense and foreign relations. Any person involved with such dissemination would be liable, including the editors, publishers, and distributors of newspapers. It would seem that anyone who repeated the original publication would also be liable.

Eliminate leaks

"Of course, for a national secrecy legislation to be effective, not only must government be able to prosecute the publishers and reporters involved in such dissemination of unauthorized material but also, and more important, the political leader of any government must be able to identify the source of such leaks promptly and eliminate them. The legislation is not unmindful of this need to identify the sources of unauthorized disclosures and has provided an effective means for so.

"First, the Administration has proposed that it be made a felony for a reporter to fail to report that he has received unauthorized information, even if he does not disclose that information to anyone else. Section 1123 (a) (3) makes it a felony for an unauthorized person in possession or control of information relating to national defense to 'knowingly fail to deliver it promptly to a federal public service servant entitled to receive it.' Thus, if a reporter receives the information on a background basis and does not intend to publish it, or he uses that information merely to obtain confirmation from other legal sources, he is still committing a felony unless he reports the illegal receipt of this information to a government official. Thus all reporters not only commit a felony when they use the information but they commit a felony if they don't turn themselves in when they receive it.

Editor's choice

Funny and bright wirephotos not used in the newspaper previously because of space limitations are now being collected by the *Macon (Ga.) News* and run as a photo feature page about once a month. The page, titled "The Editor's Collection," generally uses six photos chosen from day to day gleanings on the wires.

Nikon Photojournalist

Another of the Nikon Professional Services

First in a Series

The photojournalist is a creative photographer

You know it better than anybody. The role of many a newspaper photographer has changed significantly in recent years. There's a lot less fire engine chasing, and even fewer women's club meetings. And a lot more features requiring original, creative photography. The day of the old-fashioned free-lance press photographer with his speed Graphic is gone. The day of the sensitive, thoughtful photojournalist with his Nikon is upon us.

If anything, the job is tougher. You're no longer just a recorder of events (if indeed it was ever that simple). You've got to add something of yourself. Often times, you're expected to turn ordinary, mundane subject matter into fascinating photographs.

Next to your own originality, your best friends at times like these are the 10-some Nikkor lenses available for your Nikon. Get a wild perspective on that oft-photographed landmark with a 10mm or 24mm, or even a Fisheye. Coming soon, a 15mm, plus a new 16mm Fisheye Nikkor that covers 170° but fills the whole frame. Or, at the other extreme, show your readers Main Street as they've never seen it, compressed by a 500mm or 1000mm Reflex Nikkor. In between, a world of possibilities. Close-ups of familiar objects that are unrecognizable but fascinating—made possible by the famous 55mm Auto-Micro-Nikkor. Editor wants something about speeding traffic on the highway? Wow him with a zooming-while-shooting shot, using a 50-400mm Zoom Nikkor.



In subsequent editions, we hope to show you examples of how other photographers have used Nikkor lenses to solve problem assignments. In fact, if you have some good examples of your own, we'd like to see them.

Motor Drive for the non-sports photographer

"Did you take the picture yet?" asks the nervous subject. "I just took 15 pictures," says the grinning photographer. And, despite a tense, uptight person, the clever, well-equipped photographer will almost certainly come up with at least one natural, unposed, pleasing photograph.



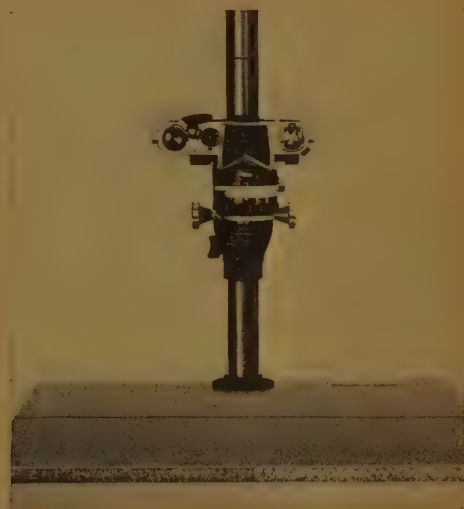
Outside the courthouse, a sullen defendant suddenly, unpredictably goes berserk, punches the deputy who's escorting him. It's all over in a second, and most of the photographers come away with aftermath shots that don't even make the second section. One guy gets the peak of action and, in fact, a whole sequence. He, needless to say, makes page one.

Both of these heroes, as you guessed, had motor-drive-equipped Nikon cameras. Neither has ever shot a football game or any other kind of sporting event, but neither would ever be caught without his motor drive. It's a reassuring feeling to be always ready for the next shot—and once you try it, you'll be hooked! Motor drives which fire at rates up to 4 frames per second can be fitted to any Nikon F Camera, and 5 fps motor drives will soon be available for

any Nikon F2—and require no adaptation! And there's a whole sub-system of motor drive accessories which we'll tell you more about if you'll write.

A cure for your back problems

Interviewed a photographer in the bending-over position the other day. He was copying a bunch of interesting books for a feature story on the local library. He was saying unpleasant things about (a) the pain in his back, and (b) the fact that there wasn't any way to rig his tripod up for this kind of closeup shooting. Since he was using his trusty Nikon, we had a revelation



for him: Nikon makes a moderately-priced gadget just for such occasions. It's a handy copy stand called the Nikon Reprocopy Outfit. There are two models—one for normal, stay-in-one-place use, and a second which comes with its own carrying case.

An invitation

We'd like to be genuinely helpful in this space. Your questions on any Nikon product or service—or any photographic problem—are most welcome. One service you might find especially interesting: the Nikon School of Photography; ask about it. You're also invited to send us any unusual photos or stories about you and your Nikon. We might even publish them! Just address your letters to The Nikon Photojournalist, Garden City, N.Y. 11530. ☐

How does paper's earnings look against 'composite' rate

If you scramble the earnings figures of eight "public" companies you concoct a recipe for a composite newspaper enterprise that yields a net return of a mere 5½% of operating revenues.

Before taxes and extraordinary items, the composite income runs to around 11% of operating gross.

Percentage-wise, your independently-owned daily newspaper in the small and medium circulation brackets probably outshines the composite in both profit departments, but you don't carry many \$100,000-a-year executives on the payroll.

This analysis was done just for the financial fun of it. Into the batter went an assortment of businesses, such as newspapers of all sizes, broadcast stations, cable systems, newsprint mills, express trucking, film studios, magazines, information services and books.

If not technically conglomerates, the eight firms that were selected (because their 1972 annual reports became available) are diversified operators that are public in the sense that their common-stock may be bought and sold on major securities markets.

Mathematical exercise

The table at the beginning of the Knight Newspapers Inc. report to stockholders—"1972: The KNI Story at a Glance"—suggested the mathematical exercise. It was the only one of the eight reports that highlighted "net income as a % of revenue." In Knight's case there was a neat improvement from the previous year—5.83% in 1971 and 6.66% in 1972. With this as a starter, how did other companies fare?

First their total operating revenues:

Gannett Company	\$288,389,952
Harte-Hanks	59,185,318
Knight Newspapers	310,428,364
Media General	118,510,228
Multimedia	41,491,473
New York Times Co.	392,502,000
Ridder Publications	142,920,140
Washington Post Co.	217,844,000

Their operating income, before taxes and extraordinary items, and net income:

	Total Rev	Op Inc.
Gannett	\$45,899,206	\$23,235,725
Harte-Hanks	7,519,616	3,997,606
Knight	40,349,393	20,813,000
Media Gen	16,191,071	7,981,071
Multimedia	11,125,689	5,040,649
New York Times	23,349,000	11,341,843
Ridder	19,870,218	12,147,253
Washington Post	21,806,000	9,732,000

The percentages of operating income to gross revenue and net income to gross revenue are on the order of the following (without the fractions):

	Gross	Net
Gannett	16	8
Harte-Hanks	—	7
Knight	13	7

Media Gen.	13	7
Multimedia	27	12
New York Times	6	3
Ridder	14	9
Washington Post	10	4

About \$1.6 billion revenue

In the composite picture, the seven companies have gross revenue of \$1.6 billion, operating income (before taxes, etc.) of \$178 million, and net income of \$89 million. Operating income is 11% of gross revenue and net income is 5% of gross revenue. (Harte-Hanks is not included.)

Taking a look at just the newspaper operations of the companies, another mixture appears in the ratios of advertising revenue to circulation revenue. They range from 2.8 to 3.8. The norm for the industry over the years has been a ratio of 2 to 1—advertising revenue twice circulation revenue. But this has changed in the direction of 3 to 1.

The advertising revenues of the companies for 1972 were reported as follows:

Gannett	\$204,595,221
Harte-Hanks	43,302,322
Knight	225,589,288
Media Gen.	51,703,000
Multimedia	19,605,502
N.Y. Times	175,658,000
Ridder	106,290,220

Circulation revenues:

Gannett	\$73,880,150
Harte-Hanks	11,573,390
Knight	79,339,672
Media Gen.	15,170,000
Multimedia	6,091,089
N.Y. Times	55,455,000
Ridder	28,740,424

(Note: Washington Post cannot be included in this tabulation because the company's revenue from *Newsweek* magazine and broadcast stations is lumped with that from the newspaper. Of the \$166 million reported as advertising revenue, about \$72 million was attributed to *Newsweek*. The circulation revenue was \$47.4 million but there is no breakdown for the Post and *Newsweek*.)

The remarkable performance of the Florida newspapers acquired by the New York Times Company in 1971 from Cowles Communications Inc. offers a sharp contrast between big city newspaper publishing and that in population growth areas. The six dailies in Gainesville, Ocala, Lakeland, Leesburg, Palatka and Lake City and three weeklies in Fernandina Beach, Sebring and Avon Park had a circulation gain in excess of 14% to a total of 113,000 copies and their aggregate advertising revenue rose from \$8.2 million in 1971 to \$12 million in 1972. The pre-tax income for 1972 was \$3 million, or 25% of gross.

"The 10 newspapers," the Times Company reported, "are now produced by photo-composition, and the efficiencies of greater speed, accuracy and lower cost promised by the most advanced computerized composing room technology are now evident."

In explanation of the poorer profit margins of the flagship *New York Times* publisher Arthur Ochs Sulzberger added different observation. Advertising revenues increased and so did circulation revenues, he noted, "but major problem in efficiency in producing the Times, arising chiefly from bans on modern equipment and from excess manning, prevented cost reductions necessary to offset wage increases."

Then, in reference to new contract negotiations, Sulzberger promised that the Times management is "determined to apply the best available technology to the production and distribution of the Times and we will insist on the removal of any automation restrictions."

Ready for automation

The report sought to dispel a myth that the Times is "far behind" other newspapers in technology and it might be a year or longer before it could benefit from automation in the production shops. During the past year, OCR (optical character reading) and CRT (cathode ray terminals) have been introduced in the business office and newsroom and much of the Times display advertising has been produced by photocomposition.

A system of OCR credit checking in the classified ad department, believed to be a first in the industry, could readily be adapted to composing classified pages. Likewise, the phasing out of hot metal equipment from the composing room could be extended almost immediately from the ad alley to the news text section.

Recurring themes in the public companies' stewardship reports leave no doubt that they are all acquisitive, with eyes on communications businesses. Several have established sizable lines of bank credit for this purpose. Yet most of the firms have taken some steps to reduce their long-term indebtedness so that high interest charges won't have such an impact on earnings that the low per share ratio to income will be an unfavorable factor in negotiating for properties.

Knight paid off \$16 million, leaving a total debt of \$31 million. Gannett's long-term debt dropped from \$70 million to \$60 million and negotiated a credit agreement for borrowing up to \$55 million. Media General cut its long-term debt by about \$5 million to \$24.5 million. Ridder showed a reduction of \$1 million to \$5.7 million.

The long-term debt item on the New York Times statement was down from \$34.7 million to \$30.2 million.

Multimedia's long-term debt shot up 121%—from \$4.2 million to \$9.3 million.

Plants modernized

In the markets where the eight companies of this study have publishing facilities, expensive modernization programs are updating them for the new technology.

Four of Gannett's Westchester-Rockland newspapers have just begun to publish from a cold-type & offset plant that cost \$17 million. It eliminated four separate community letterpress operations.

In 1972 the program for changeover to photo-composition in the Gannett Group from Connecticut to Guam caused \$1,250,

(Continued on page 86)



ROUTE 128

Aerial view near Waltham, Mass.

NEWSPAPER-READING NEW ENGLAND'S GOLDEN ARC OF SCIENCE AND INDUSTRY

Eight lanes of superhighway circling Boston—When Route 128 was building in the early 50's, some people thought it a useless extravagance. Then in 1954, M.I.T. set up a special electronics research lab at Lincoln to develop defense systems against nuclear attack, and soon detractors changed their tune. Drawn by this scientific concentration—plus available sites, skilled labor and convenient transportation—firms from all over the nation began to locate new research centers and plants along the route. By 1967, over 550 companies were established on 128, employing over 55,000.

Route 128 still building all along the line—Headquarters for two big food companies, a plant building turbines, research and factory units for several computer firms—these are among new additions on 128. They're part of the reason why New England construction, income and retail sales still lead all U.S. regions. And *that's* why New England daily newspapers—with near-saturation home coverage—are far and away the nation's best advertising buys.

Advertising gets results in these leading New England newspapers:

MAINE

Bangor Daily News (M)
Maine Sunday Telegram (S)
Portland Press Herald (M)
Portland Express (E)

NEW HAMPSHIRE

Manchester Union Leader (AD)
Nashua Telegraph (E)

VERMONT

Barre-Montpelier Times-Argus (E)
Burlington Free Press (M)
Rutland Herald (M)

MASSACHUSETTS

Boston Globe (M&E)
Boston Globe (S)
Brockton Enterprise & Times (E)
Fall River Herald News (E)
Gardner News (E)
Lynn Item (E)
New Bedford Standard-Times (E&S)
North Adams Transcript (E)
Pittsfield Berkshire Eagle (E)
Springfield Daily News (E)
Springfield Union (M)
Springfield Republican (S)
Taunton Gazette (E)
Waltham News Tribune (D)
Worcester Telegram (M-S)
Worcester Gazette (E)

CONNECTICUT

Bridgeport Post-Telegram (M&E)
Bridgeport Post (S)
Bristol Press (E)
Hartford Courant (M)
Hartford Courant (S)
Hartford Times (E&S)
Meriden Record & Journal (M&E)
Middletown Press (E)
New Britain Herald (E)
New Haven Journal-Courier (M)
New Haven Register (E&S)
New London Day (E)
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(Continued on page 84)

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Newspapers hire more minorities

Newspapers continue to hire the largest percentage of college graduates who attended schools of journalism.

Nearly 29% of those finishing college or graduate school during 1972 chose to enter daily and weekly newspaper work as a first job. Most of the graduates, 22.9%, chose daily newspapers.

The Newspaper Fund, which conducts a yearly survey of graduates from schools of journalism, also reports these facts on the Class of 1972:

—Men continue to outnumber women journalism graduates by 3 to 2.

—The percentage of minority group graduates entering daily newspapers increased more than 7% in one year. The number rose from 14.8% of the minority graduates in 1971, to 22% in 1972.

—At the time the survey was made in autumn, 1972, 6.6% of the graduates reported they were unable to find work.

—Public relations jobs attracted nearly 11% of the graduates, second only to newspapers' share of the grads.

—9% of the class chose to continue their education by enrolling in graduate schools.

The following is a summary of the 1972 survey, which involves reports directly from 151 of the 212 schools and departments of journalism in the nation:

Positions Or Situations Entered By 1972 Graduates		
	Total	(%)
Daily Newspapers	969	(22.9%)
Weekly Newspapers	255	(6.0%)
Wire Services	51	(1.2%)
Radio	136	(3.2%)
Television	170	(4.0%)
Public Relations	461	(10.9%)
Advertising	348	(8.2%)
Magazines	116	(2.7%)
Other Media Jobs	120	(2.8%)
TOTAL MEDIA JOBS	2,626	(61.9%)

Journalism Teaching	159	(3.8%)
Other Teaching	78	(1.9%)
Graduate School	383	(9.0%)
Military, Peace Corps, etc.	192	(4.5%)
Miscellaneous Fields	272	(6.4%)
Not Working As Of Oct., 1972		
Unable To Find Work	282	(6.7%)
Traveling	119	(2.8%)
Marriage	128	(3.0%)
TOTAL	4,239	(100 %)

Honor Pulliam editorial

Eugene C. Pulliam's editorial, "We Can't Tolerate Government Control of TV," captured first place in the Editorial Awards Competition for editorials interpreting the spirit and goals of the free enterprise system.

The competition is sponsored annually by the Southern States Industrial Council.

Pulliam is the publisher of the *Arizona Republic*, the *Phoenix Gazette*, and the *Indianapolis Star and News*.

EDITOR & PUBLISHER for April 21, 1972

(Continued from page 13)

featuring Debbie Reynolds, the star of the new Broadway hit, "Irene".

The line-up for the group sessions breakdown as follows:

—Technical Session (John Jacob Astor Salon), Moderators: Lyell B. Clay, *Charleston* (W.Va.) *Daily Mail*, William D. Rinehart, ANPA Research Institute, J. Francis Reintjes, Massachusetts Institute of Technology.

—Circulation Session (Hilton Room), Moderators: Robert O. Tafel, *Saginaw* (Mich.) *News*, President, ICMA, Cyrus H. Favor, General Manager, ICMA, Byron C. Vedder, Lindsay-Schaub Newspapers, Decatur, Ill.

—Public Relations/Promotion Session (Louis XVI Suite), Moderators: Alan L. Schrader, *Washington* (D.C.) *Star-News*, President, INPA, Edward A. Linsmier, General Manager, INPA, William Schabacker, ANPA.

—Business Management (Jade Room), Moderators: John H. Colburn, Landmark Communications, Inc., Norfolk, Va., Robert G. Marbut, Harte Hanks Newspapers, San Antonio, Tex., Robert Withers, *Rochester* (Minn.) *Post-Bulletin*.

Dinner program

The ANPA Convention Dinner is scheduled for that evening at 7:30 p.m. An evening of high-brow musical entertainment is planned which includes a salute to music from "Vienna to Broadway" by the Metropolitan Opera Studio Ensemble. Humorists-satirists Art Buchwald, Russell Baker, and Arthur Hoppe will explore the "nature of man, essence of God, and meaning of life", in what promises to be an entertaining discussion. Questions on these esoteric matters will be accepted from the floor.

Separate discussion sessions continue Wednesday morning under the theme: "Is It Really Your Newspaper?" Publishers will be divided into groups according to their newspaper's circulation. The program for newspapers under 20,000 circulation includes discussion on "reader opinion surveys for small newspapers", "electronics for small newspapers", and "Sunday editions for small newspapers."

For 20,000-75,000 papers, the topics include "penny-pinching research", "fleece of information and the U.S. postal service", and "How are you fixed for freebies?"

In the over 75,000 group, panelists will delve into "consumerism and newspapers", "newspaper responsiveness to reader attitudes", and "the newsroom of the electronic '70's."

In the afternoon, everyone meets together to hear a talk by Ms. Magazine editor Gloria Steinem on "What do women expect from the media?"

The final day of the conference gets under way with a general meeting focusing on news gathering and news research. At 9:30 a.m. a panel moderated by Eugene Pulliam of the *Indianapolis* (Ind.) *Star* and *News* discusses "News Research projects" and later that morning, moderator Len Small of the *Kankakee* (Ill.)

Journal, Clayton Kirkpatrick of the *Chicago Tribune*, and Earl Caldwell of the *New York Times* will talk about protection of news sources. Caldwell, of course, was a reporter involved in the Supreme Court decision in June, 1971, requiring newsmen to testify before grand juries.

The morning session concludes with a discussion on "Today's best defense bargain" by Copley Newspapers president Robert Letts Jones.

The Annual Meeting of Members at noon wraps up this year's convention. A membership report, necrology report, and election of officers, will take place before adjournment.

Patent film ratings

The Motion Picture Association of America has registered the G, PG, and R film ratings with the U.S. Patent Office. The action was taken to forestall any unauthorized use of the ratings in advertising.

Films to be rated by the MPAA must be submitted prior to release. The G, PG or R rating is then awarded to the film. Jack Valenti, MPA president said that registration of the ratings would make "unauthorized use, or their misuse, a violation of the Federal Trademark (Lanham) Act."



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Annual reports

(Continued from page 74)

000 to be invested in new machines. A dozen papers are fully converted from metal to film typesetting, with productivity improved as much as 20%.

VDT edit-compose systems are being installed throughout the Gannett organization. Stockholders were advised that "these are but first steps down the road to a total electronic creation of the newspaper images." An Ad Layout Terminal already has joined the newsroom VDT in the sequence.

While committing millions of dollars to plant improvement in Gannett cities, the company has allied itself with a research project that may lead to the use of laser beams in making shallow relief letterpress plates. Such a development would remove the photo negative from the processes involved in the manufacture of printing plates.

Instead of going all-out to offset printing, some Gannett presses are being redesigned to use thin shallow relief plates, which are compatible with photocomposition. The thin plate—it's about 1/32 of an inch thick—weighs a few ounces, in contrast to the conventional stereotype metal page plate that is more than half-an-inch thick and weighs 40 pounds.

Presses in 'cathedral' setting

Some time soon one or more of the Gannett papers in Florida will unveil a "cathedral-ceiling" pressroom which has been engineered to satisfy environmental levels for noise, dust and mist. Engineers are also striving for total enclosure of the press folder. The printers have maintained their time-honored chapels; now the pressmen may enjoy quiet cathedrals.

And mailrooms, on the Gannett plans boards, may resemble the spacious concourse of a railroad depot in a bygone era. Newspaper plants need vast areas to store and stuff the mountains of preprints that advertisers now require.

Gannett values its property, plant and equipment at \$160 million.

Relied on internal resources

On its statement, Knight carries its property, plant, etc., at \$135 million. The interesting note in this regard is that KNI has spent more than \$50 million in five years on capital improvements, financed entirely from internal resources.

"Completion of the major modernization program in Philadelphia in 1972," said Knight, "means that every KNI plant is now completely modern and in various stages of advanced production technology."

OCR machines are processing classified ad insertion orders and news copy for the Miami, Tallahassee, Macon and Akron newspapers, and the all-new Charlotte plant has a sophisticated system to move wire service stories directly into a computer. Editors using VDT's make the selections and alterations, then push buttons that send the copy through the composing system.

The Philadelphia plant, with 27 new

press units, has an automated newsprint warehouse. The *Sunday Inquirer* rolls off nine high-speed color presses that replaced 13 slower ones.

Media General's report to shareholders lamented the failure of plans to revive the *Newark Evening News* and blamed it on a "senseless and irresponsible" strike by the Newspaper Guild. "It remains our conviction," said management, "that this newspaper could have been maintained and restored."

As stated in the footnotes, the Evening and Sunday Newark News were shut down May 26, 1971 due to the strike. In October the Sunday News and some physical assets, except 27 press units, were sold to the Newark Morning Ledger Company of the S. I. Newhouse empire. On April 10, 1972 the strike ended and the Evening News resumed publication from the Ledger plant but, by August 31, results in advertising and circulation hadn't come up to expectations, so the paper was closed. A reserve of \$10 million, subject to tax benefits of \$4.8 million, had been set up by Media General for the News. The company computed a net gain of \$1.7 million on the sale of assets to the Ledger and net costs of the News project reduced the reserve to about \$1 million at the end of 1972. This will be adequate to cover liquidation costs. The presses may go in to the new plant of the Tampa newspapers.

Media General has demonstrated that it is in the forefront of the movement to automation in newspaper production. Its Richmond Newspapers' plant is a model, with electronic composition, pagination and printing of the local papers as well as a national financial weekly. The last line of hot metal was set in the composing room after union printers walked out in March, 1972.

'No composing room'

"Now," the report states, "there is no composing room, full of clanking machinery producing type by methods that were used in the 1890's. Instead, there is a production area; it is quiet, tasteful, with wall-to-wall carpeting, curtains at the windows, and 'manned' to a large extent by women."

"The front page of the *News Leader*, for example, is pasted up each day by a young woman, so far as known, the only such front-page makeup 'man' in the country."

The automation program has advanced to the point where each department handles its own production, with electronic devices.

At the end of the line each copy of the newspaper is weather-wrapped by machine.

The smallest of the "Seven" but growing steadily, Multimedia has put a lot of money and effort into new processes for its papers in Asheville, N.C., Montgomery, Ala. and Greenville, S.C. A newcomer is the *Clarksville* (Tenn.) *Leaf-Chronicle* and its 15 affiliated non-daily publications.

Observing that all U.S. broadcasters have "rebounded smartly" from the 1971 loss of tobacco advertising, Multimedia's report called attention to the 25% gain in revenue of its tv stations and 19% in

radio, as compared with nationwide averages of 13% and 6%.

Important cost savings

Ridder held out the promise to shareholders that substantial investment in new production processes will result in important cost savings. Most of the heavy conversion expense in Long Beach "is behind us and the benefits lie ahead," the president's report stated. Four other Ridder papers are on the list for automation programs and offset presses will be installed at three plants, all at a cost of about \$13 million.

In the Long Beach plant, it was noted, typesetting productivity can be increased from 12 lines a minute on hot metal linecasters to 300 lines a minute in a computerized film system.

The Washington Post Company completed a \$30 million capital improvement program, the heart of which is an addition to its center-city plant of 258,000 square feet of space for offices and production. The report stated, "we are already benefiting from the improved working conditions and efficiencies of the new facilities. A firm base has been provided for future growth."

If you are thinking of "going public," weigh the words of the Post's chief officers, Katharine Graham, president, and Frederick S. Beebe, chairman of the board:

"On June 15, 1973, two years will have passed since the Washington Post Company shares were first offered to the public. The transition from private to public corporation has had its difficult moments, but on the whole the experience has been of great value. It has made us look more closely at the way we do things and it has made us plan more thoroughly for what we want to do. This new spirit helps us to maximize the advantages the company has always enjoyed."

Ogden Newspaper add 11th paper to group

The *Peekskill Evening Star*, published in Peekskill, New York since 1922, has been purchased by the Ogden Newspapers Inc.

The announcement was made April 12 by J. Donald Albertson, president and editor of the Peekskill Star Corporation, and G. Ogden Nutting, president of the Ogden Newspapers Inc., Wheeling, West Virginia.

Larrabee Albertson will continue with the Evening Star as general manager. J. Donald Albertson will continue as editor through the transition period, although he intends to retire later this year.

The Evening Star becomes the 11th newspaper in the Ogden group, and the second in New York State. The transaction was negotiated by Vincent J. Manno and George Romano, media brokers and consultants of Weston, Connecticut.

The Star has been in the Albertson family since 1924, when it was purchased by E. Joe Albertson and his partner, Donald F. Ikeler, both of Bloomsburg, Pa. Ikeler retired in 1964, Albertson died in 1965.

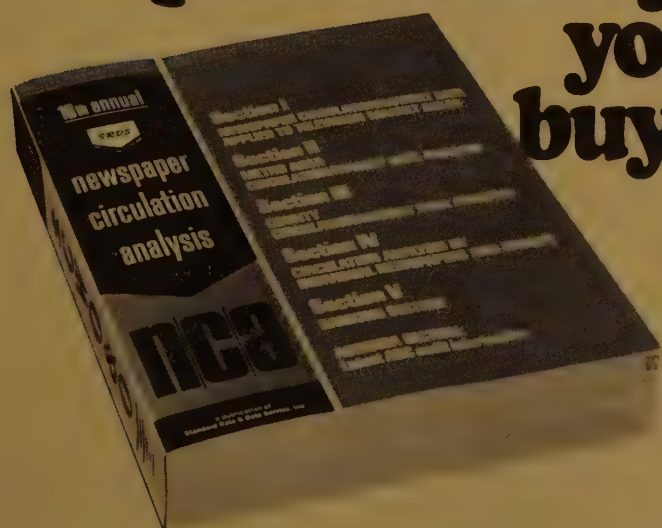
The 16th annual NCA, 1973-74, will be going to press in July, and, if it follows pattern, will be dog-eared by users before the end of the year.

NCA is the *preferred* newspaper circulation book, with almost three to one preference by planners and buyers of newspaper advertising*, for a very good reason. Its contents and format were originally developed and are continually updated by its users — your customers and prospects.

Metro area rankings, ADI analyses, penetration levels, county coverage data, larger type, and cleaner format (everything buyers and planners tell us they want and need), contribute to NCA being used and referred to *most often*.

**Developed
by its
users,
preferred by
your
buyers.**

Reserve your space *now* for the 1973-74 NCA and guarantee the position you want. NCA—your assurance of maximum impact and exposure for your sales story every day of the year.



Newspaper Circulation Analysis

another vital publication from

STANDARD RATE & DATA SERVICE, INC.

the national authority serving today's media-buying function

*April 1972 Newspaper Advertising Study conducted by the Harvey Research Organization, Inc.
A copy of the complete study is available on request from SRDS.

Financial briefs

A 7.1 per cent increase in earnings for the first quarter of 1973 was reported April 9 by Speidel Newspapers Inc., of Reno, Nevada.

Net income for the first three months of 1973 was \$1,177,800, compared with \$1,099,600 for the same period in 1972.

Speidel president Rollan D. Melton announced at the company's annual shareholders meeting in Reno that earnings per share were 20 cents for this quarter, compared with 18 cents in 1972. He said the company's revenues increased 5.5 per cent during the period and expenses were up 4 per cent. Advertising lineage was up 5.4 per cent, producing a 6 per cent gain in revenue. Circulation revenue rose 3 per cent.

In addition, the Board of Directors declared April 10 a dividend of 8½ cents per share payable June 5 to shareholders of record May 7.

Southland Paper Mills, Inc., of Lufkin, Texas, reported April 12 record income and revenues for the first three months of 1973.

Income for the quarter reached \$3.4 million, compared with \$3.1 million a year ago, representing a 10.5 per cent increase.

Revenues totaled \$23.7 million, compared with last year's \$21.8 million, an 8.7 per cent increase.

Board Chairman R. W. Wertham said the company's newsprint expansion program, scheduled for completion at Southland's Houston mill in mid-1974, will help balance the company's demand and production capability, boosting the annual output to nearly 800,000 tons of pulp and paper products, including 620,000 tons of newsprint.

Dow Jones & Company, Inc. reported April 6 first quarter net income of \$5,005,000, or \$.33 a share, on gross operating revenues of \$42,603,000. Net income for the first quarter of 1972 was \$4,355,000, or \$.29 a share, on gross revenues of \$38,227,000.

Net income in both periods includes Dow Jones' share in the net loss of investees, in accordance with the newly-adopted equity method of accounting. This method is used for investments in common stock of investee companies in which the company's ownership exceeds 20 per cent.

Excluding those items, earnings in the first quarter of 1973 were \$.34 a share, \$.31 a share in 1972.

Preliminary earnings of \$.24 a share before extraordinary items were announced April 9 by Harte-Hanks Newspapers for the first quarter of 1973. This compares with \$.22 a share for the same period in 1972.

Income including extraordinary items was \$1,070,000, or \$.25 a share, as compared with \$831,000, or \$.22 a share for the same period in 1972.

Revenue for the first quarter of this year was \$18,860,000, up 30 per cent over \$14,494,000 in 1972.

President and chief executive officer

Robert G. Marbut, commenting on the first quarter performance, said that higher than budgeted expenses in the newsprint area and disappointing lineage figures due to soft economic conditions and a late Easter season, kept the company from earning a hoped-for 25 cents per share.

Abitibi Paper Company Ltd. of Toronto reported April 13 consolidated net earnings for the first quarter of 1973 of \$3,690,000, compared with last year's \$366,000. Earnings per share were 19.5 cents compared with 1 cent last year.

Earnings include \$1,216,000 in respect of Abitibi's 40 per cent interest in Mattabi Mines Limited. This mining venture did not contribute to last year's first quarter earnings, since it did not commence operations until the latter part of the year.

Abatibi further reports consolidated net sales of \$89,239,000, 31 per cent above last year's \$68,002,000.

Commenting on the substantial improvement over last year, Thomas J. Bell, chairman and chief executive officer, expressed gratification with the upswing but reminded shareholders that last year's first quarter was the worst in many years.

Post Corporation of Appleton, Wisconsin, announced April 11 the election of two new members to the Board of Directors.

John H. Hendee, Jr., executive vicepresident of First Wisconsin National Bank of Milwaukee, and Richard J. Appert, executive vicepresident of Kimberly-Clark Corp., in Neenah were named to three-year terms. Re-elected to the board for a three-year term was Roger C. Minahan, a Milwaukee lawyer who is the firm's secretary.

The company, which owns several newspapers, radio, and tv stations, was also authorized by a vote of its shareholders to increase common stock from \$1 million to \$2 million shares.

Media General has reported a 33% increase in first quarter earnings: 56 cents per share versus 42 cents in the same period last year.

Net income rose from \$1,524,436 to \$2,028,744, and revenues from \$26,725,697 to \$30,435,180, over the same period.

Alan S. Donnahoe, president of the company, said: "These results reflect strong performance by all of our major divisions, as indicated by the following volume gains in the first quarter:

"Newspaper advertising lineage of 45,675,000—up 13.9 percent; newsprint production of 67,191 tons—up 10.4 percent; and broadcast revenues of \$2,140,000—up 14.6 percent."

Knight Newspapers, Inc., reported record first quarter earnings with gains in advertising and circulation income.

The 1973 first quarter earnings as compared with those of 1972's first quarter were as follows:

• Earnings per common share, 40 cents,

up 14.3 percent from 35 cents;

• Operating revenue, \$77,635,000, up 8 percent from \$71,879,000;

• Net income, \$4,185,000, up from \$3,685,000.

• Classified advertising led an overall ad lineage gain of 7½ percent over the 1972 first quarter. Total advertising revenue was \$56,407,000, a gain of 11 percent over 1972's first quarter of \$50,834,000.

Board chairman James L. Knight and president Lee Hills reported that "these gratifying results were achieved despite continued increases in the costs of newsprint and labor." They added that "the pace of modernization and technological change is increasing rapidly" throughout Knight newspapers and that "given a stable economy, we are optimistic about our prospects in 1973."

Notice was filed Friday (April 13) in U.S. District Court that plaintiffs will appeal a court decision in their suit seeking a block sale of majority shares in the Wichita Eagle Beacon Publishing Co. Inc.

Judge Edwin Langley had ruled Wednesday (April 11) that a planned meeting of corporation stockholders set for April 30 would not be enjoined. Publishing company officials have announced the planned sale of the firm to Ridder Publications Inc. of Minneapolis.

Stockholders will be asked at the April 30 meeting to change the articles of incorporation deleting the provision granting rights of first refusal.

The plaintiff in the suit is Victor Delano, owner of one sixth of Eagle Beacon stock. Delano, a retired Navy captain who lives in Bethesda, Md., told the court that under the provisions of the first refusal clause he has the option to purchase shares of stock from other stockholders willing to sell before the shares are offered to an outsider.

Walker Color, Inc. announced that it has been licensed by Cowles Communications, Inc. to continue development of a three-dimensional photographic process. Walker Color also has purchased the assets, and the technical and laboratory equipment related to the process. Terms of the acquisition were not disclosed. Walker Color shares are traded over-the-counter.

Create press division

Harris-Intertype Corporation has combined an American operating division and one in France into a new "Harris Web Press division" with worldwide responsibility for its roll-fed printing presses.

The new unit will be comprised of the Cottrell division, with plants in Westerly, Rhode Island, and Fort Worth, Texas, and the Marinoni division, located in the Paris suburb of Montataire.

Subpoena tv newsmen

John Gladding, newsmen for WCA-TV in Burlington, Vermont, has been subpoenaed to appear before a pretrial hearing to answer questions on drug raids in near by Rutland.

Gladding, the regular Rutland correspondent, was subpoenaed to appear April 12 by Public Defender John S. Liccardi.

A Free Press Protects Your Free Speech...

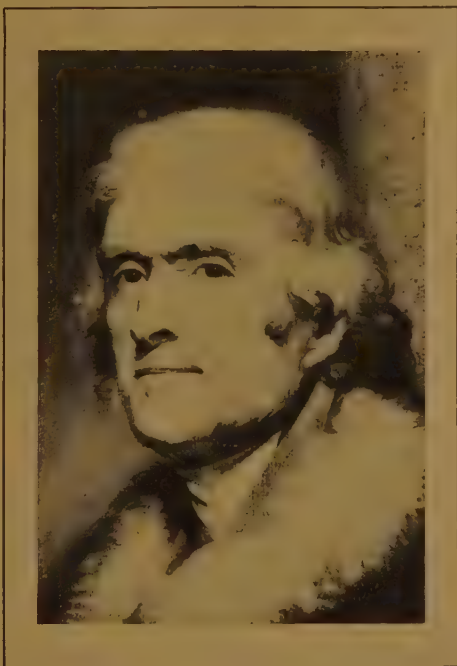
Judges are jailing reporters with increasing frequency, because they refuse to reveal news sources. The result can only be a drying up of these sources of information and impede your right to know what's happening in your government.

Free speech and a free press are guaranteed by the Constitution to the people generally — not to any individual or business.

Everyone also has the right to know what's being offered in the Marketplace. The right of choice in all goods and services keeps the system of competition working for everyone's progress.

Consequently, when our freedom of the press is restricted, your free speech is also restricted.

Your free speech depends on a free press.



Here's What Thomas Jefferson

**3rd President of The United States said
about the importance of a Free Press:**

"Were it left to me to decide whether we should have government without newspapers or newspapers without government, I should not hesitate for a moment to prefer the latter. But I should mean that every man should receive those newspapers and be capable of reading them."



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Here's What Franklin D. Roosevelt

**32nd President of the United States
said about the importance of a Free Press!**

"Freedom of conscience, of education, of speech, of assembly are among the very foundations of democracy and all of them would be nullified should freedom of the press ever be successfully challenged."

**The next time you get mad at a news story, remember that a free press
provides you with the information that keeps our country free.**

This is the fifth in a series of six ads being published in consecutive issues of Editor & Publisher to help newspapers tell their readers the meaning of the First Amendment guarantees of free speech and free press. They were created and published by the South Bend Tribune and have been adopted by the National Conference of Newspaper Associations as the first step in a coor-

minated campaign toward this goal. Metro Associated Services, Inc., has mailed repro proofs of this series for 1,100 newspapers to be used over their own logotype. The ANPA has sent copies to its member papers. This ad may be copied and published by any newspaper by permission of the South Bend Tribune.

260,000 daily showed income-profits gains

By Scott D. Timmerman,
president & general manager,
Newspaper Analysis Service, Cincinnati

Regaining a better percentage of net paid circulation to households, which had declined in 1969-1970, this morning-evening-Sunday newspaper ended 1972 with an average net paid circulation of 261,082 up from 257,320 in 1971. (1970-'71 figures appeared in E&P April 1, 1971.)

With total income up 6.3% and total expenses up 5.5%, profit before taxes increased 8.5% to 23.7% of total income. The increase in income was provided by a combination of gains-7.1% advertising revenue and 2% circulation revenue.

Advertising increases were largely from volume and as such resulted in corresponding increases in direct expenses, notably newsprint and advertising. Only by strict control over indirect expenses and deductions did profit show an increase at all. Fortunately, advertising lineage increases were in the "high-rate" categories which led to small increases in income-per-column. This coupled with the increased volume produced an overall gain which was not completely offset by increased costs.

Specifically, while advertising volume was up 3.1% for local, 4.8% for national and 5.3% for classified, income-per-column was up only 2.7%, 4.0% and 3.3% respectively, showing that volume rather than rate contributed more to increased advertising revenue.

The four-year summary of operations points out that an increasing percentage of income is derived from advertising. Management is thus faced with the question: At what point should the subscriber be considered as a source of additional income?

Four-Year Summary of Operations

	1972	1971	1970	1969
Advertising Income				
Local	\$11,314,658	10,690,646	9,880,693	9,104,500
Classified	5,435,101	4,992,671	4,241,081	4,328,684
Circulars/Inserts	600,373	548,918	445,566	345,850
Total	\$19,503,123	18,207,023	16,426,014	15,773,594
%	84.6	83.9	82.9	82.8
Circulation Income				
City	\$ 2,283,353	2,232,583	2,165,220	2,079,220
Country	1,163,574	1,145,765	1,129,998	1,107,586
Total	\$ 3,446,927	3,378,348	3,295,218	3,186,806
%	15.0	15.6	16.6	16.7
Other Income	\$ 91,517	99,539	92,138	97,978
%	0.4	0.5	0.5	0.5
Total Income	\$23,041,567	21,684,910	19,183,370	19,058,378
Expenses				
Editorial	\$ 2,040,851	1,923,106	1,790,873	1,730,116
%	8.9	8.9	9.1	9.1
Advertising	1,064,807	978,459	910,465	841,497
%	4.6	4.5	4.6	4.4
Mechanical	3,340,491	3,180,019	2,901,535	2,671,411
%	14.5	14.7	14.6	14.0
Newsprint & Ink	6,495,802	6,012,141	5,553,678	5,499,638
%	28.2	27.7	28.0	28.9
Total Direct	\$12,941,951	12,093,725	11,156,551	10,742,662
%	56.2	55.8	56.3	56.4
Building	\$ 384,562	377,619	345,659	314,926
%	1.7	1.8	1.7	1.6
Circulation	1,621,570	6,612,290	1,448,646	1,456,894
%	7.0	7.4	7.3	7.6
Administrative	1,763,851	1,716,815	1,500,877	1,477,082
%	7.7	7.9	7.6	7.8
Total Indirect	\$ 3,769,983	3,706,724	3,295,182	3,248,902
%	16.4	17.1	16.6	17.0
Deductions				
Supplements	\$ 97,920	94,395	97,700	101,087
Bad Debts	42,600	40,723	64,666	73,885
Depreciation	481,980	454,699	412,022	345,360
Misc./Adjustments	240,000	255,000	140,000	145,000
Total Deductions	\$ 862,500	844,817	714,388	665,332
%	3.7	3.9	3.6	3.5
Total Expense	\$17,574,434	16,645,266	15,166,121	14,656,896
%	76.3	76.8	76.5	76.9
Profit Before Taxes	\$ 5,467,133	5,039,644	4,647,249	4,401,482
%	23.7	23.2	23.5	23.1
Average Net Paid Circulation	261,082	257,320	255,667	253,838

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Ron Curtis & Company

O'HARE PLAZA, 5725 EAST RIVER ROAD, CHICAGO, ILLINOIS 60631

Management training offered to journalists

Syracuse University will begin a graduate program in media management this fall, sponsored jointly by its S. I. Newhouse School of Public Communications, and School of Management.

The program is designed to use the resources of both schools to provide management training for those in the communications industry and those about to enter it.

A student will normally fulfill the requirements for a master's degree in one year, taking 15 credits in journalism, 15 in management, and the other 12 in whatever field he or she has the least experience. Six credit hours will be waived if the student has enough professional experience or academic background in journalism or business.

Enrollment will be limited to about 30. For further information, write to the Director, Media Administration Program, Newhouse Communication Center, Syracuse University, Syracuse, N.Y. 13210.

Departmental expenses for 260,000-daily—1971-1972

	1972	1971
EDITORIAL		
Salaries	\$1,329,348	1,251,413
Features	158,202	154,340
Wire Service	183,349	178,638
Tel. & Tel.	63,640	57,380
Travel & Auto	87,110	66,976
Expense	88,130	89,894
Total	\$1,909,779	1,798,641
%	8.3	8.3

ART & PHOTO		
Salaries	\$104,256	99,481
Expense	26,816	24,984
Total	\$131,072	124,465
%	0.6	0.6
Total Editorial	\$2,040,851	1,923,106
%	8.9	8.9
Man Hrs./Page	88,468	86,850
Cost/Col.	\$23.07	22.14
Man Hrs./Page	292,104	279,120
Man Hrs./Page	26.41	25.71
Premium Hrs.	31.15	2,268
Average Monthly Salary	\$861.36	836.56
Editorial	\$868.80	829.01
Art & Photo		
Library Hours Excluded		

LOCAL (RETAIL) ADVERTISING		
Salaries	\$273,515	240,566
Expense	515.15	37,738
Total	\$325,030	278,304
%	1.4	1.3
Columns (Local)		
Income/Col.	\$128,314	124,498
Sales Cost/Col.	88.18	85.87
%	2.53	2.24
Man Hours	53,608	53,497
Man Hrs./Page	3.34	3.44
Av. Monthly Salary	\$876.65	771.04

NATIONAL (GENERAL) ADVERTISING		
Salaries	\$43,801	47,500
Expense	117,280	122,077
Total	\$161,081	169,577
%	0.7	0.8
Columns-National	17,588	16,776
Income/Col.	\$122.41	117.71
Sales Cost/Col.	\$9.16	10.11
Man Hours	8,467	10,200
Man Hrs./Page	3.85	4.86
Av. Monthly Salary	\$912.53	775.00

CLASSIFIED ADVERTISING		
Salaries	\$289,382	255,683
Expense	40,537	37,068
Total	\$329,919	292,751
%	1.4	1.3
Columns-Class.	68,865	65,368
Income/Col.	\$78.92	76.38
Sales Cost/Col.	\$4.79	4.48
Man Hours	81,912	81,642
Man Hrs./Page	9.52	9.99
Av. Monthly Salary	\$602.88	532.67

DISPATCH		
Salaries	\$110,782	108,884
Expense	15,550	17,211
Total	\$126,332	126,095
%	0.6	0.6
Av. Monthly Salary	\$576.99	567.13
Administration & Promotion		
Salaries-Admin.	\$25,025	23,850
Salaries-Prom.	46,444	44,062
Expense	50,976	43,820
Total	\$122,445	111,732
%	0.5	0.5
Total Advertising	\$1,064,807	978,459
%	4.6	4.5

COMPOSING ROOM		
Wages	\$2,029,489	1,897,939
Expense	85,031	78,348
Total	\$2,114,520	1,976,287
%	9.2	9.1
Published Pages	380.86	36,828
Cost/Page	\$55.52	53.66
Man Hours	350,794	346,556
Man Hrs./Page	9.21	9.41
Premium Hrs.	5,739	5,282
Av. Monthly Salary	\$977.12	924.02

ENGRAVING ROOM		
Expense	\$131,585	122,298
%	0.2	0.2
Square Inches Purchased	1,116,514	1,061,723
Cost/Sq. In.	\$0.1179	0.1152

STEREOTYPE ROOM		
Wages	\$336,373	353,432
Expense	61,155	57,135
Total	\$397,528	410,567
%	1.7	1.9
Mats Used	71,463	72,388
Plates Cast	144,716	144,550
Cost/Plate	\$2.75	2.84
Man Hours	60,382	65,297
Man Hrs./Plate	0.42	0.45

Av. Monthly Wage	\$1,001.11	981.75
PRESS ROOM		
Wages	\$596,614	557,608
Expense	55,759	65,536
Total	\$652,373	623,144
%	2.8	2.9
Man Hours	117,910	117,248
Man Hrs./Circ.	1.23	1.25
Premium Hrs.	6,679	6,540
Av. Monthly Wage	\$994.36	929.25
Production Control	\$44,485	47,723
%	14.5	14.7
Total Mechanical	\$3,340,491	\$3,180,019
Total Mechanical	14.5	14.7

NEWSPRINT & INK		
Newsprint	\$4,292,530	5,827,400
Storage & Handling	85,535	78,961
Ink	117,737	105,780
Total	\$4,495,802	6,012,141
%	28.2	27.7
Tons-Newspr.	39,216	37,918
Cost/Ton	\$160.46	153.68
Pounds-Black Ink	1,218,611	1,177,350
Cost/100 lbs.	\$6.00	6.00
Pounds-Color Ink	115,874	90,562
Av. Cost/100 lbs	\$38.50	38.80

BUILDING		
Wages	\$225,584	212,079
Expense	158,978	165,540
Total	\$384,562	377,619
%	1.7	1.8

MAIL ROOM		
Wages	\$297,921	284,967
Wages-Extras	52,202	48,739
Expense	38,878	35,674
Total	\$389,001	369,380
%	1.7	1.7
Man Hours	101,606	100,503
Man Hrs./1000 Circ.	1.06	1.07

Judge's court ban on reporters to be contested

Attorneys for the *South Bend* (Ind.) *Tribune* are preparing a petition requesting Judge Tom R. Huff of Marshall County Circuit Court, Plymouth, Ind., to withdraw his ban on newsmen seeking to cover a murder trial in Huff's court.

Judge Huff barred 13 newsmen from a murder trial arraignment (April 11) after they had rejected the judge's offer that they select one pool reporter who would be allowed in the courtroom.

The 13 gathered in the courtroom before the arraignment and heard Judge Huff read a statement in which he said that coverage by more than one newsman might result in inaccurate reporting.

When the offer was rejected, the judge said: "Well, who do we have here from a local paper?" Edward Ballotts, a reporter for the *Plymouth* (Ind.) *Pilot-News*, identified himself. Huff named Ballotts as the pool reporter, but Ballotts declined. The judge told Sheriff Harvey Phillips to remove all the reporters and he escorted them from the courtroom without incident.

Richard Cardwell, general counsel for the Hoosier State Press Association, said that if Huff does not withdraw his press ban the Indiana State Supreme Court will be asked to overrule the judge. Other news media are expected to join in the action.

Reporters later learned that the murder case defendant, William E. Dauber, entered a plea of innocent and that Huff set a June 25 trial date. He is charged along

Mail Room (cont.)

Premium Hrs.	1,516	1,504
Av. Monthly Wage	\$827.56	791.57
CIRCULATION		
Salaries	\$401,114	379,228
Promotion	134,995	161,168
Expense	88,209	106,873
Total	\$624,318	647,269
%	2.7	3.0
Man Hours	104,138	102,731
Man Hrs./1000 Circ.	1.09	1.09
Av. Monthly Salary	\$668.52	634.16

DELIVERY		
Transportation	\$520,311	507,742
Second Class Postage	87,940	87,899
Total	\$608,251	595,641
%	2.6	2.7
Del. Cost/1000 Circ.	\$6.37	6.34
Total Circulation	\$1,621,570	1,612,290
%	7.0	7.4

BUSINESS OFFICE		
Salaries	\$315,314	299,809
Expense	92,848	83,613
Total	\$408,162	383,422
%	1.8	1.8
Av. Monthly Salary	\$691.48	657.45
Executive Office	\$306,000	\$287,500
%	1.3	1.3

GENERAL/UNALLOCATED		
Professional Services	\$57,862	71,493
Taxes	506,236	514,659
Insurance	229,400	211,060
Expense	256,191	248,681
Total	\$1,049,689	1,045,893
%	4.6	4.8
Total Administrative	\$1,763,851	1,716,815
%	7.7	7.9

with two other men in the slaying of a Mishawaka, Ind. auto salesman.

In his statement, Huff said the presence of more than one reporter might lead to "unwarranted or inaccurate publicity," overcrowd the courtroom, and greatly increase the cost of conducting this trial."

When the judge said the public (spectators) would be allowed to remain in the courtroom for the arraignment after reporters were escorted out, John Nicholas, South Bend Tribune reporter who acted as spokesman for the news group pointed out that reporters were members of the public. The judge declined to discuss the point.

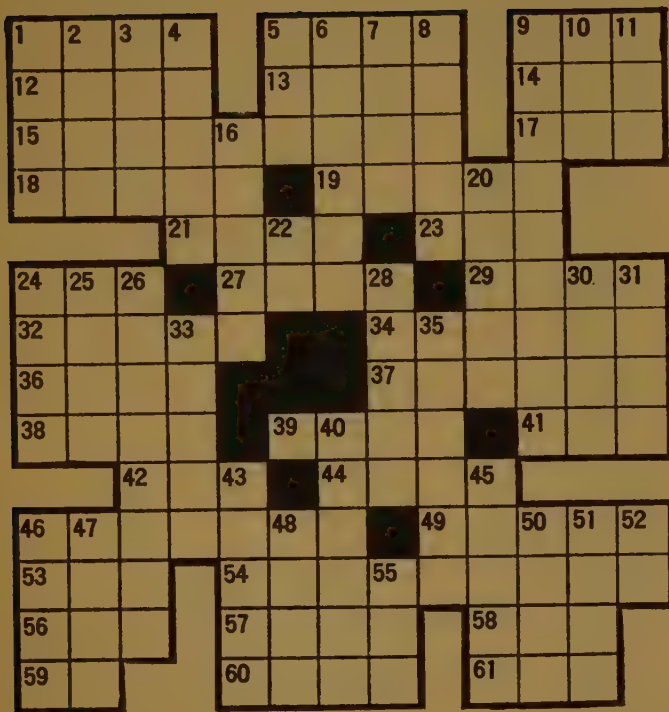
Other newspapers represented in Plymouth were the *Hammond Times*, *Valparaiso Vidette-Messenger* and the *Gary Post-Tribune*.

Professional news organizations have strongly protested Huff's actions. Sigma Delta Chi said it "cannot be tolerated if the public is to be protected in its right to know."

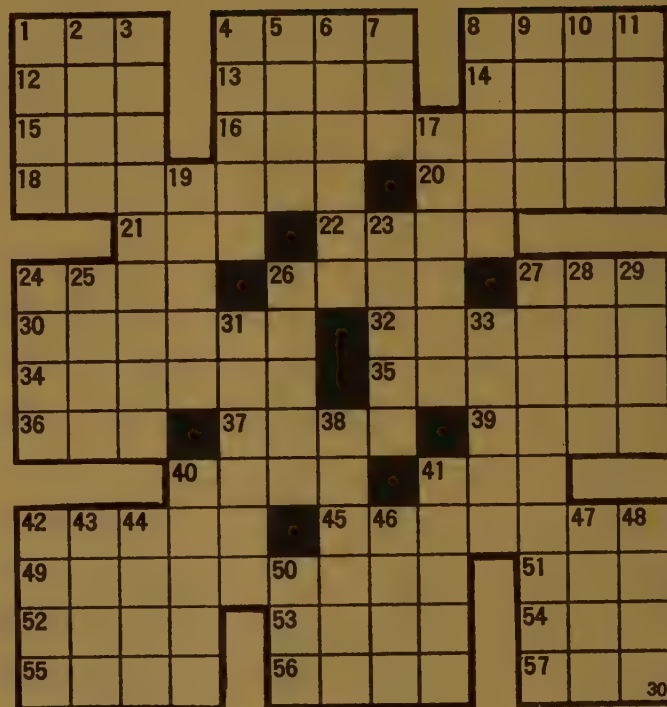
Meat boycott prompts special agency survey

To gauge the effectiveness of the meat boycott, April 1-7, Batten, Barton, Durstine & Osborn conducted a telephone survey which revealed 81% of those questioned were boycotting, and that 32% would serve no meat at all. The survey was conducted in 8 major markets, among 205 "female household heads," by BBDO's director of research, Dr. Robert A. Wachslar.

The study found that 42% of all women interviewed planned to serve one less meat meal after the boycott. The survey found that of the total boycotters, only half had incomes over \$8000.



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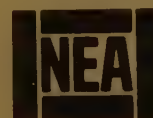
Their crossword puzzle just comes with a lot of empty squares.

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NEW YORK AND CLEVELAND

ANPA Foundation needs \$4 million to reach its goal

Nearly \$6 million of a proposed \$10 million has been raised by the ANPA Foundation Endowment in the two years since its inauguration. This headed the lists of accomplishments outlined by the ANPA.

The Foundation reported on its "principal challenges," in a report distributed on the eve of the meeting. The report said that in addition to building the Endowment fund, the ANPA also had to strengthen existing programs, while introducing new ones.

The report outlined proposals for 1973. Among these were efforts to cultivate better newspaper reading, and through a series of publications, to strengthen public understanding of the free press.

In connection with this last objective, ANPA noted that "more than 'preaching' is required. Genuine dialogue with groups who are often critical of the press is essential."

The third key objective outlined by the group was an effort to advance professionalism of the press. ANPA said that efforts to that end are now only reaching a small fraction of daily newspaper staffs. To correct this situation, ANPA proposes to commission a "Newsroom Training Manual, designed for editors-supervisors." Efforts will also be made to find solutions for upgrading journalism schools, and to prepare facilities of j-schools to understand changing technology."

The report also outlined programs undertaken during 1972. Among these are conferences on the newspaper in the classroom; development of a guide for using newspapers in American history courses; and on-going work for a "major conference on the challenges facing the education of professional newspaper journalists."

ANPA also reported that it was heavily involved in a scholarship program for Negro journalism students. It said that "a total of 54 students in 32 universities received scholarship aid" during 1972. And ANPA said it hoped to expand the number of students aided by scholarships.

Expansion of the Foundation library is continuing, largely unaffected by relocation to Reston, the report said.

In the annual report of the group, ANPA reported total assets of \$2.7 million. The nearly \$6 million for the Endowment represents either cash on hand, or pledges, which so far total nearly \$2.5 million.

ANPA also reported that it is continuing with Foundation-sponsored publications, including a new, two-volume revision of *Hanson's Libel and Related Torts*, which ANPA says up-dates existing information on libel laws.

ANPA also published three studies in a single volume, entitled "Free Press and Fair Trial: Some Dimensions to the Problem." The volume was prepared by Dr. Hilton R. Bush, who died recently.

EDITOR & PUBLISHER for April 21, 1973

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- DR. BENJAMIN FINE — Education
- MILTON GROSS — Sports
- COL. ROBERT HEINL, JR. — Military
- ROBERT W. IRVIN — Automotive News
- VICTOR LASKY — Conservative View
- DAN LEWIS — Television
- GERALD LOEB — Wall Street
- LOU SCHNEIDER — Business
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NCCJ media award goes to series on black people

A weekly syndicated series of illustrated biographies recounting contributions of black men and women in American history is this year's winner of the National Conference of Christians and Jews Mass Media Award.

The series titled "They Had a Dream" is distributed by the Los Angeles Times Syndicate and is the work of *Los Angeles Times* reporter George Reasons and Sam Patrick, veteran newspaper artist. The series is five years old, and each week presents a portrait and biography, which have subsequently been put into three paperbound volumes published by the syndicate and offered for sale through subscribing newspapers.

The award, highest national honor given to the news media by the NCCJ, was presented by Robert M. Jones, regional executive director, in ceremonies at Los Angeles. Jones, in noting the importance of the series, commented on the need to give young people models in developing values and goals and said that "...until recently, mass media and school texts have not provided adequate information about black, Chicano and other minority leaders who have contributed greatly to the advancement of people in this country.

"In addition, adults need to break down their stereotype images about minority people and become more aware that there are competent, creative people in education, the clergy, government and other endeavors who have a minority background.

"Unfortunately there is great ignorance on the part of the majority of the white community on this subject since we have not been adequately taught about the contributions of minorities. 'They Had a



MASS MEDIA AWARD of the National Conference of Christians and Jews is presented to the Los Angeles Times Syndicate series "They Had A Dream" and those engaged in preparing the weekly feature on contributions of black men and women to American history. From left, author George Reasons; Robert M. Jones, NCCJ regional executive director; artist Sam Patrick and Edward R. Grade, manager of the Los Angeles Times Syndicate.

Dream' goes a long way toward rectifying the problem."

The writer, George Reasons, headed an investigative team which won the 1969 Pulitzer Prize for Public Service for an investigation of corruption in Los Angeles City government.

Dividend paid

The board of directors of Lee Enterprises, Inc., has voted a regular 7½ cents per share quarterly dividend, payable July 2, 1973, to stockholders of record June 1, 1973.

Stock is offered in new Jamaica daily paper

A million shares of stock at 50 cents each are being offered to the public to finance a new newspaper, the *Jamaica Daily News*, in Kingston, Jamaica. Principal shareholders are National Continental Corporation Ltd. and Desnoes & Geddes Ltd., both publicly-owned companies listed on the Jamaica Stock Exchange, who have paid for 910,000 shares at the same price representing 41.2 of the new company, Communications Corporation of Jamaica, Ltd.

The newspaper will be tabloid-sized. A six-unit web offset press has been installed and computerized photocomposition is planned. The prospectus calls for 40,000 copies per day.

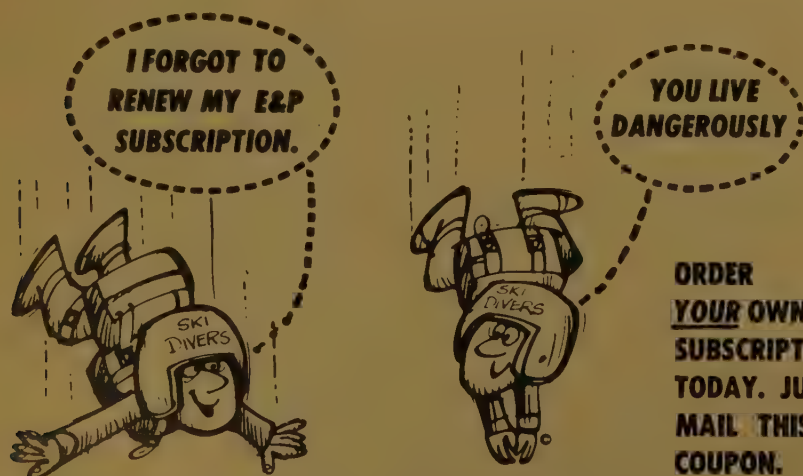
The new paper will be in competition with the *Daily Gleaner*, morning and Sunday, and the *Star*, five-days.

Booklet details move to offset printing

Chemco Photoproducts Company of Glen Cove, New York, has recently completed a 40-page booklet entitled "The Total Offset Newspaper."

The booklet covers the major considerations faced by a publisher or general manager in converting his publication to offset. Topics include typesetting, layout, the camera, stripping, platemaking, and the press.

The publication was edited by Edward H. Owen, editor of *Printing Management* magazine. It may be obtained at no cost from Chemco, Charles Street, Glen Cove, N.Y. 11542.



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Banshees gala stars Reynolds

Debbie Reynolds, star of the Broadway hit "Irene", and Billy Baxter, Britain's answer to Alan King, along with The Collage, a group of singers and dancers, will entertain visiting editors and publishers at the 38th annual Banshees' luncheon now, Tuesday, April 24, in the Grand ballroom of the Waldorf-Astoria Hotel. Debbie Reynolds will whirl through the now-stopping scene, "Ninth Avenue," from the Rigby, Selden and Minskoff musical now at the Minskoff Theatre.

Billy Baxter, fresh from appearances on the Dean Martin Show, The Goldiggers, Tonight, and the Mike Douglas Show, will illustrate for the newsmen the differences in language and behavior among the English speaking people.

Aptly named, The Collage group will offer a composition of music, tempos and genres. Formed in Canada by Rudi and Cathie Christian slightly more than a year ago, the four boys and three girls have played major engagements throughout the United States, prior to their current appearance at Le Jockey Club in New York's Americana Hotel.

Star clowns of the Ringling Brothers, Barnum and Bailey Circus now at Madison Square Garden will open the show.

Author and King Features' columnist, Bob Considine, will be the Banshees' Master of Ceremonies. Music will be by Meyer Davis and his orchestra.

Survey finds many men read women's pages

Men are more likely to open the women's pages of their daily newspapers than women are to open men's pages. In fact, men are nearly as likely to go through the women's pages as to turn to the sports, and more likely to delve into the women's interest items than the business and financial news.

These findings are from a recent study of the daily newspaper for the Bureau of Advertising by Audits & Surveys, Inc. Overall, 84% of the readers look at the average page (other than the classified ads)—86% of the women and 81% of the men. For both sexes, the general news pages draw the greatest attention—91% of the women and 85% of the men.

Among women, however, 90% also open the women's interest pages and 89% turn to the obituaries and the radio/television section. In addition, 77% go through the business and finance pages and 70%, the sports.

Among men, 85% turn to the obituaries; 83% the radio/television section; 79%, to the sports, and 73% to business and finance. By comparison, 80% of the men delve into the women's interest pages.

EDITOR & PUBLISHER for April 21, 1973

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We've created an exciting new format for The Tiny Times. The first and oldest weekly children's newspaper now has more content, more variety and a wider age appeal . . . without sacrificing the high level of quality or raising the low price.

Designed specifically to appeal to young readers (ages 5-10 with surveys to back it up), The Tiny Times provides newspapers with high-quality, pertinent material that kids love to get involved with. The Tiny Times is a quality product, with artwork created by professionals, content devised by experts and difficulty levels defined by educators. It has visual appeal, is activity oriented and fun to do.

The Tiny Times, like its younger counter-part, Mini-Page, requires that the newspaper underwrite the cost of production, paper and space. The Tiny Times charges a weekly fee (based on circulation, naturally) that ranges from \$12-75 but does not require the paper to maintain a co-ordinator. The weekly fee buys: 4 tab pages of quality, child-oriented art work and feature material, in proof or mat form; the right to adapt the material to localized needs; back-up services providing layouts and art work for individual paper and advertiser situations; advice and counseling based on over 6 years of experience to aid in promoting and obtaining maximum benefit from the feature; a 60 day TF agreement.

The Tiny Times is meant to be a competitive tool and to help papers attract and maintain the readership of the very young. It is published under your paper's mast and Tiny Turtle becomes a spokesman for your paper. The material is not dated but is meant to run during specific weeks. The Tiny Times is currently running in over 50 papers nationally.



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News shield proposals find slow going in Congress

By Luther A. Huston

The pace of the tortoise in that legendary race with the hare was high speed compared with the pace of the U.S. Congress in considering newsmen's shield legislation.

The tortoise, it will be remembered, eventually won the race. Newsmen's privilege legislation may stagger to the wire a winner but it will set no record for the congressional course. And the possibility remains that it might come a cropper and not reach the finish line in the first session of the 93rd Congress.

The race for enactment started in the 92nd Congress after the Supreme Court had ruled that reporters had no inherent right under the First Amendment to refuse to comply with subpoenas to appear before grand juries and give information about alleged criminal activities under judicial investigation. Bills were dropped in the legislative hoppers of the Senate and House designed to absolve journalists from the obligation to tell law enforcement agencies what they knew about matters under investigation—if their knowledge was gained under a pledge of confidentiality.

Judiciary subcommittees of each house held hearings and received voluminous testimony from spokesmen for media organizations, constitutional authorities, lawyers, editors and newsmen. These committees, however, were unable to agree and did not report bills in the 92nd Congress.

When the 93rd Congress convened a sense of urgency prevailed largely because some reporters had been jailed for contempt in refusing to appear in response to subpoenas. Consequently legislative proposals started rolling in and the subcommittees were deluged with bills. The hearing process started all over again, covering essentially the same ground, hearing many of the same witnesses and considering pretty much the same issues that were involved in proceedings of the preceding Congress. The hearings are over now and the subcommittees are engaged in the process known as "marking up" a bill. They are finding it slow going.

Tough legislation

Senator Sam J. Ervin Jr. of North Carolina, chairman of the Senate subcommittee, has called the newsmen's privilege proposals the most difficult of any he has had to deal with in a long legislative career. One difficulty, as far as the pending measures are concerned, is getting a consensus of his own committee. Ervin is also finding it hard to reconcile the widely divergent views of hearing witnesses with the legal and constitutional problems involved.

A similar situation faces the House judi-

ciary subcommittee charged by Rep. Robert Kastenmeier of Wisconsin. After hearings had ended, five Republican members of the subcommittee introduced their own bill. On the Democratic side Rep. Robert F. Drinan of Massachusetts put in his version of what shield legislation should be. There are 54 bills before the Kastenmeier committee. Not all of them will get detailed consideration and it is much too early to predict what will come forth. The committee has held several meetings to "mark up" a bill but has reached no final conclusions.

Executive privilege has temporarily sidetracked newsmen's privilege on the calendars of Senator Ervin and other members of the Senate committee, so early agreement on the provisions of a shield law for journalists is unlikely. Senator Ervin also heads the committee which is investigating the Watergate affair. He has become involved in a struggle with the White House over whether the constitutional separation of powers gives the President the right to withhold from the Congress testimony of members of his official family.

Chief obstacles

The chief problems Senate and House groups face in drafting newsmen's privilege legislation are:

Whether the privilege should be absolute or qualified.

Whether it should include all elements of the media; in other words, who should be entitled to claim protection.

Whether confidentiality should be sanctioned as a defense in libel actions.

Whether a federal law should nullify state shield statutes and, if so, would the federal law be constitutional.

And whether the news media needs reaffirmation by Congress of rights already guaranteed by the First Amendment to the Constitution.

Senator Ervin and Rep. Kastenmeier, and other members of the Senate and House, have expressed firm doubts that an absolute shield law could be passed, indicating that their committees will not report an unqualified bill.

In that case, the question would arise as to whether advocates of the unqualified privilege would accept a limited privilege measure. Some witnesses and members of the subcommittees have indicated a preference for no bill unless they can get an absolute shield.

The consensus on both sides of the Congress seems to be that the protection should include regularly employed journalists in either the print or the electronic field. Whether free lance writers, authors of books, pamphlets, lecturers or other occasional purveyors of public informa-

tion should come under the shield is a question the committees will have some difficulty in deciding.

Some reluctance

As for libel laws, considerable reluctance to give the news media statutory protection greater than the judicial protection afforded by the *Times v. Sullivan* decision of the Supreme Court has been evidenced. Some Congressmen and witnesses have asserted that *Times v. Sullivan* makes it virtually impossible for an aggrieved citizen to win a libel suit.

Opinion as to whether federal legislation should preempt state statutes is divided. The impression prevails that if a bill containing a preemptive provision was sent to the floor of either the Senate or the House, it would be sharply attacked on constitutional grounds.

A majority of witnesses before either subcommittee testified that some form of legislation was urgently needed to insure the free flow of information to the public. Witnesses noted a "drying up" of news could occur if reporters were compelled to reveal the identity of their sources.

However some witnesses, including reporters and editors, maintained that the only protection from law enforcement officials newsmen needed was provided by the First Amendment and the courts.

That was the position taken by Department of Justice spokesmen at both the 1972 and 1973 hearings. Their testimony contained a veiled intimation that a White House veto might await a Congressional shield law enactment. The Justice Department also opposed the preemptive proposals.

A confusing element in the situation one that may influence the eventual decisions of the Congress and its committees, is the division of opinion within the media as to the type of measure that should be enacted. Some media organizations, notably the American Newspaper Publishers Association, have changed horses in the middle of the stream. The ANPA originally strongly favored an unqualified bill. But subsequently Stanford Smith, the president of the ANPA, told the committees that a qualified bill would be acceptable if an absolute statute could not be obtained.

Will accept limits

Other editors and some columnists and reporters have acknowledged reluctant acceptance of a limited qualification in the face of almost certain defeat of an absolute provision.

Although it is impossible at this time to predict the provisions of whatever bill the judiciary committees may send to the floor, it is reasonable to assume that the Senate Committee will wind up with a bill pretty much like the one introduced by Senator Ervin. Democratic Senators Fullbright, Jackson, Mansfield, McGee, Moscovitch, Pell, Proxmire and Sparkman, Democrats, and Republicans Brooke and Pearson were cosponsors.

The Ervin Bill provides qualified protection for newsmen's sources and unpublished materials. Under it a reporter may refuse to disclose information obtained under a pledge of confidentiality but

(Continued on page 97)

Corruption exposes capture top Roy W. Howard awards

The *St. Louis Globe-Democrat* and WABC-TV, New York, were named top winners of the 1972 Roy W. Howard Public Service Awards.

Announcement was made by Matt Meyer, president of The Scripps-Howard Foundation, which sponsors the annual competition, at an awards luncheon (April 19) in The Union League Club in New York.

In addition to the *Globe-Democrat* and WABC-TV, each of which received \$2500 and a plaque, seven other entries in the field of newspapers and broadcasting were honored for journalistic accomplishment in 1972.

The *Globe-Democrat* was saluted for a series by Richard Krantz and Steve Higgins exposing the diversion of traffic fines from the city treasury into ticket-fixers' pockets, with the result that reforms were begun.

The WABC-TV entry consisted of Gerald Rivera's reports, "Migrants: Dirt heap," and "Willowbrook: The Last Disgrace." The former pointed up the abuse of migrant workers, and the latter brought public attention to the alarming problem of the care for the mentally retarded by the state of New York. Both resulted in progressive legislation being introduced.

Omaha Sun cited

One thousand dollar cash awards and certificates went to *The Sun Newspapers Omaha*, for a documented examination of public records that verified the description of Boys Town as a "money machine"; WCKT-TV, Miami, for special newscast reports, including discrimination in housing, freedom of the press, and the story of Catherine Bowles, a woman seeking aid in a maze of bureaucracy; WIND-radio, Chicago, for the program, "The Forgotten people," produced by the station and an 18-year-old Chicano intern, Serafin Trejo, and dealing with the life of Latin people. And KING AM FM TV, Seattle, for "Make our Vote Count," a series of announcements and programs designed to involve citizens in the democratic process and which resulted in 70.9% of the citizens of voting age in King County casting their ballots.

Special mention certificates were awarded to the *Boston Herald American* for a campaign report on homeowners' tax complaints, which resulted in the correction of the local assessment system and provided grievance machinery; *The Cincinnati Post Times-Star* for a series dealing with irregularities in proceedings in the Domestic Relations Court which led to the suspension of a judge; and the *Philadelphia Evening and Sunday Bulletin* for a series that unmasked a "community hero" and brought him to justice in a murder case.

Judges for the sixth annual awards were Jerome H. Walker, Sr., retired executive editor of *EDITOR & PUBLISHER*, and Donald L. Perris, general manager, WWSV-TV, Cleveland.

EDITOR & PUBLISHER for April 21, 1973

Criteria in evaluating the entries—the competition was open to every newspaper, radio and television station in the country—were initiative, professional presentation, and results.

Judges Walker and Perris noted that the majority of entries dealt with "people problems" and investigative reporting. Prize monies in every case were presented to the winning newspaper or station, and disposition was left to their discretion.

The Roy W. Howard Awards were established in 1967, and are named for the long-time editor of the *New York World Telegram & Sun* and president of Scripps-Howard Newspapers. During a newspaper and wire service career that spanned more than 60 years, Howard was a leading advocate of public service. He died in 1964 at the age of 81.

First prize winner of the 1971 Howard Awards was the papers of *Pioneer Press*, Wilmette, Illinois.

The Scripps-Howard Foundation was incorporated in 1962 with its principal objectives the improvement and advancement of journalism. Its activities range from student scholarships, grants to journalism schools, and awards designed to encourage excellence in the broad field of communications.



A TIME TO CHEER—John G. Morris (right), picture editor of the *New York Times*, congratulates photographer George Tames, veteran member of the *Times* Washington staff and a past president of the White House News Photographers Association, on his receiving the Wilson Hicks award for photojournalism in ceremonies at the University of Miami conference on visual communication.

Taconic Press acquires 4 weekly papers

Taconic Press Inc. has purchased four weekly newspapers in Dutchess County, N.Y. from Dymer Communications Inc.

The *Millbrook Roundtable*, *Rhinebeck Gazette*, *Red Hook Advertiser* and *Pine Plains Register-Herald* have a combined paid circulation of approximately 5,000.

The new corporation, which has also acquired the *Millbrook Press*, a job printing plant, is headed by Peter S. and Jean M. Richards, who have extensive newspaper experience.

Dymer, under its president John S. Dyson, will continue to operate weekly newspaper in Ulster, Westchester and Nassau counties as well as pursue further expansion.

Peter Richards has been deputy executive director of the New York Department of City Planning for the past six years. Before that he worked in news and public affairs at WGBH-TV, the public television station in Boston, United Press International and the *Worcester (Mass.) Telegram-Gazette*.

Jean Richards has been press relations officer for the Chase Manhattan Bank which she joined in 1968 after gaining previous experience at United Press International, the *Quincy (Mass.) Patriot Ledger*, the *Malden (Mass.) Evening News* and a weekly newspaper in Randolph, Mass.

George Romano was consultant to the seller in the transaction.

News shield

(Continued from page 96)

would not be permitted to withhold evidence of a crime he witnessed where confidentiality was not involved.

Staff members of the Ervin committee have indicated that the North Carolina Senator's efforts are currently being directed toward getting his colleagues to accept the main provisions of his bill. Ervin noted the drafting of his bill has not been "an easy task." The Senator, however, is confident that the subcommittee will report a bill soon and send it to the full judiciary committee and that the full committee will report the bill to the Senate for action at the present session.

To some observers this seems somewhat sanguine but Senator Ervin is a power in the Senate and is supported by other powerful solons so it might well happen that way.

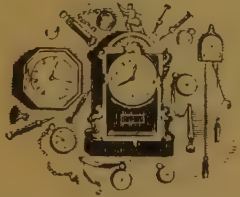
As for the Kastenmeier committee, who knows? Several members of that group have been prosecuting attorneys and may be reluctant to approve legislation that would curb the efforts of prosecutors to obtain evidence believed to be necessary to successful prosecution. No unwillingness to protect the rights of journalists has been shown by the Kastenmeier group but whatever legislation they recommend is pretty certain to balance the rights of the press with the rights of law enforcement.

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ALAN G. LEWIS, Broker, now listing over 200 buyers looking for your daily or top weekly. Ridge Road, Hardwick, Mass. 01037. (413) 477-6659.

SYD S. GOULD ASSOCIATES
"the broker with instant buyers"
SALES, SERVICES, MANAGEMENT
134 S. Panama St., P.O. Box 7267
Montgomery, Ala. (205) 262-2411

NEWSPAPERS FOR SALE

EXCLUSIVE COUNTY DAILY, Southwest, 3,200 circulation, Gross 193M, price \$237M plus real estate of \$95M, total \$332M, down \$232M. DEAN D. SELLERS, Broker, 808 N. Miller St., Mesa, Ariz. 85203.

UPSTATE NEW YORK weekly that grossed over \$50,000 last year, \$20,000 takes it. Can be financed. C. H. Grose, 72 W. High St., Ballston Spa, N.Y. 12020. (518) 885-4601.

Rocky Mountain Newspapers
BILL KING ASSOCIATES
2025 Foothills Rd., Golden, Colo. 80401.
(303) 279-6345

ANNOUNCEMENTS

NEWSPAPERS FOR SALE

240,000 CIRCULATION weekly, booming metro area, offset plant, good climate. Profitable now but need more capital and personnel for real big profits. Will sell, or joint venture with right party. Box 567, Editor & Publisher.

ABSENTEE OWNER will sell attractive group of weeklies in Zone 2. Income \$300,000. Available with or without plant and real estate at less than gross. Needs strong management. Will consider partnership with right person. Box 698, Editor & Publisher.

ONE OF THE NATION'S leading Anglo-Jewish monthly newspapers, covering area between New York City and Philadelphia. Will consider young man for 50% partnership or will sell outright to right party. No brokers, printers or speculators. Looking for sound man with eye to the future. Big money maker. Box 689, Editor & Publisher.

NEWSPAPERS WANTED

SEEKING full or partial ownership small weekly with prospects. Editorial background. Replies confidential. Box 731, Editor & Publisher.

ACCELERATED GROWTH idea for circulation and revenues. No initial cost. Seattle area preferred. Box 725, Editor & Publisher.

ANNOUNCEMENTS

NEWSPAPER APPRAISERS

APPRAISALS FOR ESTATE, TAX, partnership, loan and insurance purposes. Sensible fees. Brochure. M. R. Krehbiel, Box 88, Norton, Kans. 67654.

NEWSPAPER BROKERS

The DIAL Agency, 1503 Nazareth, Kalamazoo, Mich. 49001. Ph: 349-7422. "America's No. 1 Newspaper Broker."

CONFIDENTIAL NEGOTIATIONS

for purchase and sale of
Daily **NEWSPAPERS** Weekly
in Eastern states

W. B. GRIMES & CO.
National Press Building
Washington, D.C. 20004
(202) National 8-1133

JOSEPH A. SNYDER, BROKER
Western, Mid-Western Newspapers
2234 E. Romneys, Anaheim, Cal. 92806

ROBERT N. BOLITHO, newspapers, magazines; appraisals, consulting. Krehbiel-Bolitho Newspaper Service, Box 133, Emporia, Kans. (316) 342-5280.

ANNOUNCEMENTS

NEWSPAPER BROKERS

BILL MATTHEW COMPANY

Conducts professional, confidential negotiations for sale and purchase of highest quality daily and weekly newspapers in the country. Before you consider sale or purchase of a property, you should call (813) 446-0871 daytime; (813) 733-8053 nights; or write Box 3364 Clearwater Beach, Florida 33515. No obligation, of course.

PRESERVE UTMOST SECURITY and avoid haggling in your newspaper sale. Newspaper Service Co., Inc., P.O. Dr. 12428, Panama City, Fla. 32401.

IT'S NOT THE DOWN PAYMENT that buys the newspaper—it's the personality and ability of the buyer. This is why we insist on personal contact selling.

LEN FEIGHNER AGENCY
Box 189, Mount Pleasant, Mich. 48858.

MEL HODELL, Newspaper Broker
Corporate sales license. (714) 982-0424
1388 N. Euclid, Upland, Calif. 91786

CLASSIFIED ADVERTISING

Order Blank

Name _____

Address _____

City _____ State _____ Zip _____

Authorized by _____

Classification _____

Copy _____

☐ Assign a box number and mail my replies daily

To Run: _____ Weeks _____ Till Forbidden

Please indicate exact classification in which ad is to appear.

Mail to: EDITOR & PUBLISHER • 850 Third Ave. • New York, N. Y. 10022

EDITOR & PUBLISHER for April 21, 1972

ANNOUNCEMENTS

NEWSPAPERS WANTED

COUNTY SEAT BI-WEEKLY or daily, will pay premium price. Box 631, Editor & Publisher.

SMALL DAILY \$250M gross up or large weekly \$100M gross. Zones 2,3,4,5, or 6. Box 234, Editor & Publisher.

WE HAVE QUALIFIED BUYERS for dailies and large weeklies. Information strictly confidential.

DIXIE NEWSPAPERS, INC.
P.O. Box 490, Gadsden, Ala.—35902
Ph: (205) 546-3356

PERIODICAL SUBSCRIPTIONS

FREELANCER'S NEWSLETTER: the bimonthly forum where publishers announce their needs for freelance help on editorial/graphics projects. An invaluable tool for writers, artists, editors, photographers, indexers and all who freelance in publishing. \$16.00 early. New Subscription Department, 50 W. 57th St., New York, N.Y. 10019.

SEMINAR, a Quarterly Review for Journalists by Copley Newspapers. Seems to be trying hardest to find a middle ground in reference to the old adage that "nothing is ever right about the newspaper business in the Columbia Journalism Review and nothing is ever wrong about it in Editor & Publisher!"—Martin S. Hayden, editor, The Detroit News. Sample copy free. Special introductory offer, one year (four issues) \$2, one-third off regular \$3 price. Box 1530-E, La Jolla, Calif. 92037.

CLASSIFIED

Advertising Rates

"POSITIONS WANTED"

(Payable with order)

4-weeks \$1.10 per line, per issue
3-weeks \$1.20 per line, per issue
2-weeks \$1.30 per line, per issue
1-week \$1.40 per line.

Count 5 average words per line or 38 characters and/or spaces
3 lines minimum (No abbreviations)
Add 50c per insertion for box service and count as an additional line in your copy.
Air-mail service on box numbers also available at \$1.00 extra.

"ALL OTHER CLASSIFICATIONS"

(Remittance should accompany classified copy when submitted unless credit has been established.)

4-weeks \$1.60 per line, per issue
3-weeks \$1.70 per line, per issue
2-weeks \$1.80 per line, per issue
1-week \$1.90 per line.

Count 5 average words per line or 38 characters and/or spaces
3 lines minimum (No abbreviations)
Add 50c per insertion for box service and count as an additional line in your copy.
Air-mail service on box numbers also available at \$1.00 extra.

PLEASE INDICATE EXACT CLASSIFICATION IN WHICH AD IS TO APPEAR.

DISPLAY—CLASSIFIED

The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rate for display-classified is \$3.45 per agate line—\$48.30 per column, inch minimum space.

WEEKLY CLOSING TIME

Tuesday, 4:30 PM New York Time
Box numbers, which are mailed each day as they are received, are valid for 1-year.

Editor & Publisher

150 Third Ave., N.Y., N.Y. 10022

(212) 752-7050

DITOR & PUBLISHER for April 21, 1973

ANNOUNCEMENTS

PUBLICATIONS WANTED

WANTED
SPECIALIZED MAGAZINES
Midwest magazine publishing company seeks diversification in specialized magazines of consumer, trade or professional nature. Replies confidential. Box 662, Editor & Publisher.

MACHINERY & SUPPLIES

BINDERY EQUIPMENT

MACEY GATHER-STITCHER-TRIMMER. Perfect for TV supplements, stitching and gathering special tabloid sections, magazine sections, etc. Model 532-4 and 632, 4 station saddle gather-stitcher-trimmer, 2 hand feed stations, batch counter, refeed station at take up end, 2 Bostitch heads, 1 set extra knives. New 1971. Asking \$31,500. Call John Winsor, (309) 647-9049.

COMPOSING ROOM

ALPHATYPE—5 keyboards, 2 non-counting perforators, 1 counting perforator, 1 translator, 1 tab box, 2 multi-mix recorders, 1 multi-mix print-out unit, 1 regular printout unit, 83 fonts. Asking \$30,000. Call John Winsor, (309) 647-9049.

Schaefer WAXER

SPEEDY PHOTOCOMPOSITION



Smoothly waxes proofs, newsprint, overlays & film. No wavy ridges, dry areas, wax ooze at edges or wax bleedthrough. Clean printing. Practical. Convenient.

Calibrated dial coating control. Accurate calibrated thermostat.

Schaefer Machine Co., Inc.

Boston Post Road
CLINTON, CONN. 06413
Telephone: (203) 669-6000

GOOD BUYS—offset composition equipment (trade-ins for Compugraphics) from clean plants and proud owners: Justowriters, used Compugraphics, Phototype Compositors, Headliners, Fairchild PTS 2020, Photon 713-5, Linofilm Quick, ATF, Varitypers, etc. National Publishers' Supply Corp., Berlin, Wis. 54923 or 18 W. 22nd, NYC 10010.

FOR SALE—PHOTON 560. Two disc with duplicates, twelve sizes—6, 8, 10, 12, 14, 18, 24, 30, 36, 48, 60, 72. Can be seen in operation now.

CONTACT:

John Brooks
Newark Advocate
25 West Main St.
Newark, Ohio 43055
Ph. (614) 345-4053

NEW COLD TYPE HARDWARE

Used only 6 weeks, for sale at a discount. Capable of producing type for small newspaper, tabloid, metropolitan or a typehouse, through to paste-up ready for camera. Consists of 2 AM430 keyboards, one AM744 photocomposer with 7 lenses, 1 type disc, type size range from 5 to 36 pt., 4 font capacity, 4 K Program logic, 1 AM745 processor, 1 waxer and 5 heavy duty paste-up tables and other equipment. Call Quakertown, Pa., (215) 536-4440 or (215) 967-1384.

JUSTOWRITERS—COMPUGRAPHIC All models. Service provided by manufacturer. FHN Business Products, Church Rd., Mt. Laurel, N. J. 08057. (609) 235-7614.

MACHINERY & SUPPLIES

COMPOSING ROOM

LINOTYPES—Models 36,35,31, comet for sale. The Courier-Tribune, Ashboro, N. C. 27203. (919) 625-2102.

INTERTYPE PHOTSETTER. Good operating condition. 14 lenses, 44 fonts. Best offer. Contact W. R. Stahlner, P.O. Box 150, Napa, California 94558 (707) 226-3711.

DON'T TRADE OR SELL!!!!

CONVERT your JUSTOWRITER to input most 6-7-8 LEVEL PHOTOTYPE SETTERS and SAVE MANY \$\$\$\$. Contact FHN Business Products, Church Rd., Mt. Laurel, N.J. 08057. (609) 235-7614.

JUSTOWRITERS—Large selection of excellent trade-ins, for rent-lease, or for sale easy terms. NAPSCO, Berlin, Wisc., and 18 W 22 N.Y.C. 10010

ALL MODELS

Linotypes—Intertypes—Ludlows
PRINTCRAFT REPRESENTATIVES
136 Church St., N.Y.C. (212) 964-1370.

ENGRAVING

WE HAVE CONVERTED to plastic plate printing and have for sale the following engraving equipment:

36" NIAGARA Electric Power Metal Sheer; 36" Plexto Foot Power Metal Sheer; Tascope Double Page Etcher 194 liters with 62 liter Master Dispensing Unit; Master M32 Etcher with 30 liter Master Acid Dispensing Unit; Whirlir; Master Immersion Burn in Cooling Unit; Newark Flip-top Exposing Unit 28 x 32 carbon light source. Contact R. M. Yeiter, Daily Herald, P.O. Box 4567, Biloxi, Miss. 39531.

CHEMCO POWDERLESS ETCHING machine Model 510 used continuously for 12 years. Kept in excellent repair. Price \$500 FOB Norfolk, Va. For information call Walker Young, Virginian-Pilot & Ledger-Star, (703) 625-1431.

MAILROOM

ONE MODEL 1900 ADDRESSOGRAPH, VV plate, in excellent condition.

One Model 1900 Addressograph, Record Card Plate, in excellent condition.

One Model 6400 Keyboard Graphotype. Good condition.

Three 98 drawer cabinets, for record card plates.

Three 6-drawer cabinets, for VV plates. New.

21,000 frames for PG 29-A Addressograph, Record Card Plates.

3 boxes Record Card Plates for PG 29A Addressograph.

1 small hand operated Model 350 Graphotype, new.

As is, where is. Make offer. Contact Jim Anderson, Circulation Department, Citizen-Advertiser, 25 Dill Street, Auburn, New York 13021.

WIRETYPER Model 101 GA—single tie, purchased 1966—cast iron construction—several tie blocks and spare parts.

METRO-STACKER—Sta-Hi Bonnier alternate feed—Duel power takeoffs—portable—with spare parts.

SIGNODE KW-777-P—1966—220V, 3 phase 60 cycle AC—with general strapping inline feeder and spare parts—available mid-August.

SIGNODE KW-876-P—1969—with Cutler Hammer inline feeder—low bundle attachment and spare parts—well maintained—observe in operation—available mid-August.

All equipment FOB Allentown, Pa. Call or write Alfred Trinkle, Call-Chronicle Newspapers, Allentown, Pa.

MACHINERY & SUPPLIES

MATERIAL FOR SALE

SAVE MONEY on cold type paper and litho films. National Publishers' Supply (NAPSCO), Berlin, Wis. 54923, phone (414) 361-0660, or 18 W. 22nd, NYC, 10010, phone (212) 691-9850.

MISCELLANEOUS

COMPLETE CONVERSION to Photo Composition and Letterflex leaves surplus Composing Room, Engraving and Stereotype (23 1/4" cut off) equipment available about March 1, 1973. Currently operating. Prices negotiable. Contact: L. A. Larson, Purchasing Officer, The Washington Star-News, 2nd and Virginia Ave., S. E., Washington, D. C. 20003. (202) 484-4760.

MUST SACRIFICE AT ONCE:

IBM MT-SC, computerized composing system with 2 IBM composers, with IBM guarantee for new M/A. Includes extra tapes and ball elements.

PHOTO-TYPOSITOR with extra fonts, and headliner with masters, varityper with type fonts, also ATF Chief 22, 17 1/2" x 22 1/4", in top condition, also multi model 2024, 20" x 24" with chain delivery and spray attachment, also 1250 and 1250W, and AB Dick 350 and Zenith 14 x 20 like new.

LOG ETRONIC D31 color processor system, in top condition.

BRACKELL, 46 x 60, floor model paper jogger.

BORROWDALE 24 x 24 camera Mercury model, in top condition, like new. And Kenro V240—20 x 40", with Density Modulator, etc.

2 THOMAS Collators, Pitney-Bowes Tickometer, and postage mailing equipment. Also Phillipsburg automatic inserting machines and Cheshire equipment. Also Magna Craft L-167 head.

2 NCR model 395 computers (120 totals) with sorter and key punch, nearly new condition.

Will accept any reasonable offer. Phone collect: (313) 584-4300. MICHIGAN SYSTEMS RESEARCH CO., 6661 Schaefer Rd., Dearborn, Mich. 48126.

CUTLER-HAMMER CONVEYOR (overhead); three 90-degrees, one 45-degree, 60" conveyor, chain driven, \$500; two (2) Hytrol Inserting Conveyors, 10' long, 56" wide with extensions, automatic, \$300 each. Duane F. Sodeiman, Daily Journal, 8 Dearborn Square, Kankakee, Ill. (815) 933-7711.

FRIDEN RECORDER and reproducer. Excellent condition, 4-pocket Sheridan tabloid stitcher with 3 knife trimmer. Tasograph 42" electric burn-in oven, Tasograph 48" face-up whirler, C&G table saw for zinc or lead, 24" zinc electric mounting press, North Andover Citizen, 133 Main St., North Andover, Mass. 01845 or phone (617) 685-5128.

TWO PHOTON MODELS 513 complete with tape discs, film magazines, spare parts. All for \$3000. Must move immediately. O.N.E., P.O. Box 226, Norcross, Ga. 30071. (404) 448-6550.

NEWSPRINT

ROLLS ALL SIZES—Behrens P & P, 1896 Westwood Blvd., Los Angeles, Calif. 90025. (213) 474-6525.

PERFORATOR TAPE

NOW STATIC-FREE perf tapes at our same prices—lowest in U.S.A. All colors. Top quality.

Call or write:
PORTAGE (216) 929-4455
Box 5500, Akron, Ohio 44313

MACHINERY & SUPPLIES

PRESSES & MACHINERY

MACHINERY & SUPPLIES

PRESSES & MACHINERY

FOR SALE:

MARK 1 HEADLINER, 6 units, 22 $\frac{3}{4}$ " cutoff, 1 color half deck, 3 units reversible, reels, no pasters, automatic pasters can be added. Saddles for Letterflex are available. Press available October 1973.

HOE COLOR CONVERTIBLE, 4 units. 1951, 22 $\frac{3}{4}$ " cutoff, end fed roll stands. Also complete stereotype equipment. Available immediately.

We have moved to new premises:

TENAKILL ASSOCIATES INC.

Successors to Ben Shulman Assocs., Inc.
135 Lawrence St., Hackensack, N.J. 07602
(201) 487-7717

Contact our representatives at The Waldorf-Astoria during ANPA week.

COMPLETE NEWSPAPER PRINTING department. 16 page Goss Tubular, Markum quarter folder, casting boxes, etc. Contact Mr. Howard, Morning News Gazette, 612 Court St., Martinez, Calif. 94553. (415) 229-2220.

GOSS SUBURBAN 6 unit, new 1969.

GOSS SUBURBAN 3 unit with folder, new 1964. Excellent condition.

GOSS COMMUNITY, 1 unit with folder and drive.

COTTRELL V-15A, 4 units.

COTTRELL 5 unit V-15, excellent condition.

FAIRCHILD COLOR KING, new 1969, 4 units with imprinter.

SUBURBAN half and quarter folder.

URBANITE QUARTER FOLDER—Will guarantee, like new. Also COLE Model 106 quarter double parallel folder with cross perforator, new in 1966.

IPEC, Inc.

401 N. Leavitt Street,
Chicago, Illinois 60612
Phone: (312) 738-1200

HEAVENS TO BETSY Goss Cox-O-Type press serial C0618 used since October '61 (bought new) is worth something to somebody somewhere. Call Fred Taylor, The Chatham News, (919) 742-2131, Siler City, N.C. Other letterpress equipment too.

AVAILABLE NOW

4-Unit Goss Signature Web Offset Press

Cutoff 23 $\frac{3}{4}$ "—Max. web width 35 $\frac{1}{2}$ "

Two folders: one $\frac{1}{2}$ and $\frac{1}{4}$, one with double parallel

Complete with dryers, chill rolls and paper roll stands

Excellent Condition

Available Immediately

Call, write or wire:

Inland Newspaper
Machinery Corporation
1720 Cherry Street, Kansas City,
Missouri 64108
(816) 221-9060

COLE MODEL 101 quarter folder and two knife trimmer with vacuum system for Goss Suburban. Like new, half price. FOLDER, 909 E. 59th St., Los Angeles, (213) 235-3131.

3 UNIT GOSS COMMUNITY offset press and MGD duplicator. \$11,000 down, take over payments and all moving costs (Florida). Box 477, Laurel Springs, N.J. 08021.

10 UNITS SCOTT LETTERPRESS, 22 $\frac{3}{4}$ " cutoff, double width, 6 color cylinders, 2 Imperial 3 to 2 Folders, complete with all stereotype equipment. Can be seen on production.
UNIVERSAL PRINTING EQUIPMENT CO., INC.
Lyndhurst, New Jersey

STEREOTYPE

2 WOOD HEAVY-DUTY Autoplates, 23 $\frac{3}{4}$ inch cutoff; 1 Wood Miller; 1 Goss Miller; 2 Sta-Hi Curved Plate Routers; 2 Sta-Hi Formers; 10 ton Electric Pot; Hammond Caster. Contact R. M. Yeiter of The Daily Herald, P.O. Box 4567, Biloxi, Miss. 39531.

KAUFMAN PLATE BENDER—Brand new, G. G. Dingman, Times-Journal, St. Thomas, Ontario. (519) 631-2790.

WANTED TO BUY

GOSS SUBURBAN PRESS, 4-5 units or will buy single units up to six. Claremont Press, 315 San Leandro Way, San Francisco, Calif. 94127, phone (415) 587-2866.

USED BERKLEY-SMALL K-99 or K-77 Vendors in good condition. Call (202) 554-7530 collect. Ask for Mr. Langston.

NEWSPAPER SERVICES

ADVERTISING CAMPAIGNS

BANK WON'T ADVERTISE?

The banker will sign up for a full year's campaign of full-page ads in your paper when he sees these ads. Camera-ready artwork with top-quality illustrations and interesting copy. Sorry, no mats. Bill Allison Box 1999, Fort Myers, Fla. 33901.

ADVERTISING DISPATCH

DISPATCH PROBLEMS? HANsystem has been solving them for years. 3444 Country Club Dr., Medina, OH. 44256.

CLASSIFIED CONSULTANT

CONSULTANT—Profit oriented professional, 30 years management background. Profession in organizing and training telephone sales personnel, strong in promotion. On the scene personal program should substantially increase profits from your classified operation. Box 680, Editor & Publisher.

PRESS ENGINEERS

Newspaper Press Installations
MOVING—REPAIRING—TRUCKING
Expert Service—World Wide
SKIDMORE AND MASON, INC.
1 Sherman Avenue
Jersey City, N.J.—07307
(201) 659-6888

INSTALLATIONS & MOVING
Special equipment, designed or built. Equipment available for sale.

Paul F. Bird
P.O. Box 1027
Sanford, Fla. 32771
(305) 668-5034

NEWSPAPER SERVICES

PRESS TIME AVAILABLE

PRESS TIME AVAILABLE on Goss Community Wednesdays and Thursdays, capable of printing 24 page standard or 48 page tabs. Contact Ron Moissinac, (201) 349-9090, Reporter Newspapers, Toms River, N.J. 08753.

PRESS TIME AND TYPESETTING service available at old-fashioned Maine prices. Most complete facility in the Northeast with rapid service to major East Coast cities. New 4 unit color King press. Write or call Dick Hinman, Great Northern Publishing Co., P.O. Box 1267, Presque Isle, Maine 04769; or call (207) 764-0321.

Help Wanted...

ACADEMIC

MAJOR UNIVERSITY in Zone 6 seeks professional news man or woman to teach reporting and advise 5-day student newspaper. Hard news and/or editing experience with MA essential. Equal opportunity employer with affirmative action program. Send complete biographical information to Box 648, Editor & Publisher.

ASSISTANT PROFESSOR, print journalism. Reporting, editing, other courses. PhD or near, some years newspaper work, teaching experience. An equal opportunity employer in Region 3. Box 707, Editor & Publisher.

CHAIRMAN, JOURNALISM — Need PhD with 5 years professional, 5 years teaching experience to teach half time, develop program, supervise 7 faculty. Equal opportunity employer. Write J. H. Bliss, acting chairman, Journalism Department, California State University, Long Beach, Calif. 90840.

PROFESSIONAL EXPERIENCE important for possible fall opening to teach basic news skills, press law, theory, advise student publications. Assistant professor level. Resume, placement file, other material to: Journalism Program, WWSC English Dept., Bellingham, Wash. 98225. An Equal Opportunity Employer.

ADMINISTRATIVE

CLASSIFIED MANAGEMENT

Large metropolitan Southwest-ern newspaper, 15-20 million lines Classified annually, with commitment to sales, service and growth desires candidate for number 2 position in classified management. Individual selected will report to Classified Director and have full operating responsibility for 75 person phone room including personnel staffing, motivation, systems and administration. Challenge in this fast growing market is terrific. Send resume in strictest confidence to Box 670, Editor and Publisher.

HELP WANTED

ADMINISTRATIVE

LABOR RELATIONS DIRECTOR

We are seeking a Labor Relations Director to fill this top position at The Washington Post. The position requires an executive fully experienced in newspaper labor relations. Salary commensurate with the responsibility and experience of the individual. Write or contact John Prescott, President and General Manager. Interviews in Washington or in NYC during ANPA Convention week. The Washington Post, 1150 15th Street, N.W., Washington, D. C. 20005.

DIRECTOR OF PUBLICATIONS

Chicago based International Men's Organization seeks mature, experienced, creative individual to supervise, manage and participate in publication of nationally monthly magazine and a large miscellany of collateral printing.

Job demands direct involvement in graphics, editorial, advertising, printing production, budget control and fulfillment as well as supervision of small but competent staff. Resume should include present salary and approximate availability. All replies confidential. Box 709, Editor & Publisher.

CIRCULATION

PROGRESSIVE Southwest Florida daily is looking for an aggressive District Manager. Come to where the living is great. Excellent opportunity for advancement. Salary plus bonus program. J. C. Freeman, Circulation Director, Naples Daily News, (813) 649-3161.

PROMOTION MANAGER for circulation department. Must have vision and imagination necessary to work up good carrier contests. Prefer experienced circulator. Write furnishing details on experience and starting salary. Nice setup, good opportunity to move ahead. Zone 2. Box 705, Editor & Publisher.

NEWLY CREATED POSITION for someone interested in all phases of circulation operation.

The qualified applicant may now be a country or city circulation director interested in expanding opportunities to entire circulation operation.

Our company publishes a morning daily and an afternoon daily with combined circulation of 125,000.

Beautiful small city with abundant recreational and educational facilities in Wisconsin.

Please write letter of application including educational, work and salary history to Box 718, Editor & Publisher.

CIRCULATION MANAGER for progressive Area 9 daily. Experience, drive, solid promotional ideas needed for growth in a hotly competitive market. Salary \$10-13,000. Fringe benefits. Box 636, Editor & Publisher.

EXPERIENCED DISTRICT MANAGER who is interested in how it's done on an aggressive, fast growing newspaper. We have the opportunity, plus loads of fringes. If you have the desire for greener pastures and are career-minded, write furnishing details about yourself, salary, etc. Box 694, Editor & Publisher.

CLASSIFIED ADVERTISING

FLORIDA opportunity for a hustling Classified outside salesman in the booming market near Disney World. Salary plus commission. Tell us what you can and will do for us in a letter to Dan Hall, Personnel Manager, Orlando Sentinel Star, Box 2833, Orlando, Fla. 32802.

EDITOR & PUBLISHER for April 21, 1973

HELP WANTED

DISPLAY ADVERTISING

AD MANAGER for 10,000 daily offset in growing market. Must be strong in sales and promotion. Excellent salary, commission and bonus plan plus excellent fringe benefits. Send resume to T. George Washington, Box 529, Madisonville, Ky. 42431.

OPPORTUNITY for energetic, aggressive sales person, with layout and design ability, to get "a piece of the action." Little or no initial investment. Monthly recreational tabloid and weekly shopper have great growth potential. Offer small town living, 30 minutes from city, fishing, boating at doorstep. Buy in or start for salary plus commission. Resume to Rodger McKown, Trail Lakes News, Box 264, Granbury, Tex. 76048.

CHALLENGING OPPORTUNITY

Advertising Manager—Immediate opening for an aggressive, self starter with proven sales record for New Jersey offset daily (5 days) 15,000 (AM). Excellent market. Experienced planning advertising sales campaigns. Unusual opportunity with excellent growth potential market. Must work closely with staff of 10. If you can manage and produce send resume to Box 724, Editor & Publisher.

ADVERTISING MANAGER for daily of 30,000, Western part of Zone 2. Must be able to organize and direct our good staff. Salary \$15,000 plus bonus and all fringes. Write in strict confidence. Box 664, Editor & Publisher.

IF YOU'VE MASTERED the art of sales administration and are ready to move up to broader management responsibility, here is the opportunity. Award-winning offset community daily needs general manager with strong advertising background, plus good working knowledge of other departments. Prove you're worth \$20,000 to start and you've got it. Box 668, Editor & Publisher.

AD MANAGER FOR ESTABLISHED AND EXPANDING NEW ENGLAND WEEKLY. BOX 681, EDITOR & PUBLISHER.

EXPERIENCED display salesman for 4,000, 6-day daily. \$155 week, plus bonus, car allowance, excellent fringes. Management opportunities in our 15 paper group. Must be able to SELL a list of 70 accounts and KEEP them old. Must be able to SELL new accounts opening in this growing market. Send references I can check, samples of layouts, snap-shot, Todd Crittenden, Advertising Manager, G. I. Independent, Box 1208, Grand Island, Neb. 68801.

NATIONAL MAGAZINE enlarging staff. New opportunity as Eastern Ad manager. 25% travel. Salary and expenses. Excellent future. Complete resume to Box 695, Editor & Publisher.

READY TO MOVE UP?

Here's your opportunity to be considered for management positions with leading newspapers in every state. Based on a completely confidential basis. To be considered for openings in the \$18,000 to \$75,000 range, send resume stating position desired, salary requirements, and geographical preference to

CARL YOUNG,
RON CURTIS & COMPANY,
O'HARE PLAZA,
5725 EAST RIVER ROAD,
CHICAGO, ILLINOIS 60631.
Free and all replies acknowledged.

RETIREMENT leaves opening for top professional salesman on our 11-man staff. One of Northern California's leading dailies in delightful suburban area. Complete new offset plant under construction. Excellent opportunity for advancement in our rapidly growing organization. Send complete resume to Box 708, Editor & Publisher.

EDITOR & PUBLISHER for April 21, 1973

HELP WANTED

EDITORIAL

To answer box number ads in
EDITOR & PUBLISHER

Address your reply to the box number given in the ad, c/o Editor & Publisher, 850 Third Avenue, New York, N.Y. 10022.

Please be selective in the number of clips submitted in response to an ad. Include only material which can be forwarded in a large manilla envelope.

Editor & Publisher is not responsible for the return of any material submitted to its advertisers.

DISPLAY ADVERTISING

SPORTS EDITOR—Medium AM Zone 3 daily seeks experienced writer manager with leadership skills. Resume to Box 734, Editor & Publisher.

NEWS EDITOR—Managing, news and copy editing skills. Local-regional focus for AM Zone 3 medium daily. Resume to Box 735, Editor & Publisher.

EDITOR, NEWS PRODUCTION, to handle makeup, some editing for 2 investment publications using most modern photo-typesetting technology. Ability and initiative to learn and write about stocks and related areas desirable. Pay commensurate with ability, knowledge and growth in job. Excellent fringe benefits. Box 733, Editor & Publisher.
An Equal Opportunity Employer

SPORTS ASSISTANT—National sports weekly seeks recent college graduate for interesting position. Good at details and writing. Start June 15. Send resume and salary requirements to Box 730, Editor & Publisher.

EDITOR

Editor for bright 6-day 10,000 daily in Southern New England college area. Person we are seeking may be managing editor on comparable or larger newspaper who wants responsibilities of running his own department and challenge of making a good small city daily better.

Right person will be creative, energetic, experienced in all facets newsroom and editing. Must be able to supervise and inspire young staff and have imagination and photo layout know-how to make best use of offset capabilities.

Work for news oriented publisher who cares about editorial product and who can start you at \$13,000. Send all info first letter. Replies in strict confidence. Box 729, Editor & Publisher.

WOMEN'S EDITOR to head Family Living and Social News department in fast growing newspaper close to Boston. Must have 4-5 years experience, ability to prepare attractive layouts and supervise small staff. Starting salary \$12,000 per year. Send resume to Box 617, Editor & Publisher.

FREE PLACEMENT SERVICE Daily Newspapers

Send your resume: we will duplicate and refer it on current job openings. Full range of editorial, advertising, circulation and back shop jobs usually available.

New England Daily Newspaper Assn.
340 Main St., Room 527
Worcester, Mass. 01608

HELP WANTED

EDITORIAL

PRACTICAL HORSEMAN, fast growing monthly horse magazine based in West Chester, Pa., needs managing editor. Horse background, preferably hunter/jumper/thoroughbred oriented, is requisite in addition to editorial skills. Background, resume and salary requirements to Pamela Gould, Practical Horseman, R.D. 1, Box 256, Chester Springs, Pa. 19425.

EXPERIENCED REWRITE MAN sought for large morning and Sunday metropolitan paper in Zone 2. Salary in excess of \$345 per week plus fringe benefits. Send full resume and writing samples to Box 682, Editor & Publisher.

DESKMAN—Beautiful Sarasota, Florida, has much to offer for year round living. News editor for 5-day afternoon paper. Copy editing, page layout. Please write Personnel Director, Sarasota Journal, Box 1719, Sarasota, Fla. 33578.

REPORTER, energetic, talented, perhaps recent J-grad, as addition to our staff that publishes fine quality weekly and several outstanding industrial papers. Contact Malcolm Coe, Henry County Journal, Bassett, Va. 24055.

TRI-WEEKLY and central printing plant needs 3 experienced reporters. Must have camera ability. Phone (615) 526-7161 and ask for Mrs. Williams.

EDITOR

Creative, energetic aggressive. Solid background and/or degree in business or economics. Desk experience. Strong writer. Able to deal with community leaders in business and politics. 5-day daily business publication ready to grow with the right person. South Florida. Resumes to Box 607, Editor & Publisher.

EDITOR/MANAGER — 33,000 circulation diocesan Catholic offset weekly. Head editorial, advertising departments. Pay equal to experience, drive, creativity. Complete details to: The Spirit, Box 909, Green Bay, Wis. 54305.

ENERGETIC, dynamic, aggressive deskman with managing editor potential needed for growing Georgia suburban daily. Must have extensive reporting experience, makeup experience, and administrative ability to direct news staff of 8 and 3-man photo team. Local news philosophy and orientation essential. Sharp editing capabilities also necessary. Applicants must be mature, settled, industrious. No job hoppers need apply. Salary \$11,500 to \$14,500 depending on experience, ability. Box 555, Editor & Publisher.

EDITORIAL

Mature all-around journalist with minimum five years heavy writing and reporting experience for challenging, rewarding position on fast-growing national weekly tabloid based in Area 5.

Salary range \$13,000 to \$18,000. Four day week. Tremendous future. No beginners or amateurs. Send resume to:

BOX 650,
EDITOR & PUBLISHER

HELP WANTED

EDITORIAL

REPORTER with rewrite experience, wanted by Washington-based Catholic wire service. Guild scale. Write: Director, NC News Service, 1312 Massachusetts Ave. N.W., Washington, D.C. 20005. (No phone calls please.)

MILITARY REPORTER—Army and Navy weeklies. Military service required. Will train recent Journalism grad. Resume and tearsheets to: Arone Publications, P.O. Box 69, Arlington, Va. 22203.

WRITER-PUBLICIST

Walt Disney World, in Orlando, Florida, is looking for a writer-publicist to write and edit releases for news and feature media and maintain media contacts. A strong background in news and feature writing for magazines or newspapers is needed with broad contacts with the media desired. Applicant must be dependable and of good personality. Send resume, including salary requirements, to Walt Disney World, Professional Staffing, MA-1, P.O. Box 40, Lake Buena Vista, Fla. 32830.

THE MIAMI NEWS needs two copy editors, preferably younger persons with four-five years editing experience on smaller Florida papers. Must have firm command of copy desk mechanics, possess analytical, questioning mind and ability to write bright, snappy heads. Mail resumes to Mel Frishman, The Miami News, Box 615, Miami, Florida 33152.

BERMUDA'S NATIONAL DAILY Royal Gazette invites applications from experienced general news reporters. Knowledge of English sports is preferable but not essential. Full details including marital status to the Editor, Royal Gazette, Hamilton, Bermuda.

MANAGING EDITOR

You may be the managing editor of a small daily or assistant managing editor of a larger one. If you're an aggressive, enterprising, creative shirt-sleeve editor with solid reporting, editing, layout and administrative credentials and the ability to bring forth the best from a good staff, we'd like to talk to you about the managing editorship of an Area 2 70,000 circulation daily. A rare opportunity. Send resume and sample copies of your paper to Box 711, Editor & Publisher, in strict confidence, of course.

RETIRED? Want half-day news desk work? Send resume and expected salary. Need experienced person for small attractive Northwest city's daily. Box 720, Editor & Publisher.

ASSISTANT SPORTS EDITOR

Sports writer with desk experience wanted for prize-winning Zone 5 evening and Sunday morning newspaper published in modern plant via computer-driven typesetting equipment, new offset press and newly remodeled quarters. High school and college sports locally. Opportunity to work with outstanding sports staff of 4, 5-day week, generous starting salary, liberal fringe benefits, ideal working conditions. Send details of background, training, experience, with clips: General Manager, Kankakee Daily Journal, Kankakee, Ill. 60901.

NEED A COMBINATION reporter-writer man. If you have imagination in layout and talent in reporting, like to work, then contact Editor, Gastonia Gazette, Box 1538, Gastonia, N.C. 28052.

SMALL NEWSPAPER GROUP wants man, woman or couple to run weekly newspaper in Zone 4. Must be able to write, make pictures, sell ads. Good opportunity for willing workers. No make-up required. Printed in central plant. Bob Bryan (205) 784-2131.

HELP WANTED**EDITORIAL**

WOMEN'S NEWS EDITOR sought by fast-growing Midwestern daily in university city of 50,000 adjacent to metropolitan area. Responsibilities involve writing, headlines, layout. Person with initiative and enthusiasm wanted for a job which carries the opportunity for enterprise and innovation. Reply in confidence to Box 706, Editor & Publisher.

MANAGING EDITOR-REPORTER for award winning South Carolina semi-weekly to manage news staff of five. Send complete details, including snapshot, in confidence. Prefer enthusiastic family type with desire and know-how to produce excellent newspaper. Modern, air-conditioned offset plant. Good pay and fringe benefits. Box 688, Editor & Publisher.

PORTFOLIO DEVELOPMENT SPECIALIST

Nationwide Insurance Co., Columbus, Ohio, has an opening for a person with professional writing experience as a portfolio development specialist. The person we are seeking will have 5 to 10 years writing experience, preferably in the casualty or commercial insurance field and will be responsible for developing and maintaining sales reference guides for the office of marketing. We prefer a college graduate with a major in Journalism, experience in the newspaper or publishing business helpful. Starting salary open, with excellent benefits package including profit sharing. Submit resume and salary requirements to F. K. Gill, National Insurance Co., 246 N. High St., Columbus, Ohio 43216.

FOOD EDITOR/WRITER

A leading Zone 5 metropolitan daily-Sunday seeks food editor or writer. Desire experienced person preferably with degree in home economics-journalism with orientation toward foods. Write Box 727, Editor & Publisher.

GREAT OPPORTUNITY—Relocate in famous resort area, Region 9. News, feature, photographic orientation. At least 2 years practical experience. Send resume to Box 703, Editor & Publisher.

SPORTS WRITER—We need a newsman who can cover high school, college, semi-professional and professional sports, who can write a local column and who can handle desk work. We need someone who wants to be part of an operation that is growing in circulation at 1,000 a month and is part of the largest group in the country. We need someone who likes a quick pace and fierce competition in New York, 180 miles outside New York City.

Most of all, we want a newsman who happens to write about sports—not a sportsman who doesn't know news.

Write Box 704, Editor & Publisher, and include clippings.

FREELANCE

AUTO WRITER, in Detroit area, to supply detailed coverage of '74 cars and monthly column for U.S. magazine in Europe. Must understand long magazine deadlines. Airmail replies to: OFF DUTY Publications GmbH, 6 Frankfurt/Main, Eschersheimer Landstr. 69, West Germany.

EDITORIAL CORRESPONDENT

Weekly newspaper in a branch of the home furnishings industry seeks an experienced freelance journalist to cover Washington, D.C., including Congress, Federal agencies and bureaus. Should have an understanding of industry events and trends. Write, giving background and remuneration expected. Box 728, Editor & Publisher.

HELP WANTED**MAINTENANCE**

MAINTENANCE DIRECTOR

Area 4 large metropolitan newspaper needs qualified maintenance director to be responsible for the repair and maintenance functions of electrical machinery, air conditioning and all building maintenance. Must be knowledgeable in maintaining production equipment including Supermatics, High Speed Goss presses with Fincor drives, Cutler Hammer stackers, Sheridan inserting machines and other miscellaneous shop equipment. Some technical training beyond the high school level including electronics training. Salary \$300 per week plus fringe benefits. Confidential replies to Box 81, Editor & Publisher.

MARKETING

Marketing Manager

Advanced Composition Technology

Solid familiarity with computer concepts in daily newspaper production applications, the ability to identify real market needs and interface them to company strategy are the prime qualifications for this high-paying management position.

The candidate should be a college graduate with at least 5 years of marketing and/or production management experience.

Send complete resume to
Box 696, Editor & Publisher

An equal opportunity employer

MISCELLANEOUS

NATIONAL WEEKLY with growing pains has the four following openings:

MANAGING EDITOR

Need strong, self-starter with 5 years experience. Reportorial background a must to generate exciting stories in addition to supervising a staff.

CIRCULATION MANAGER

Need promotion minded manager with the know-how to make sales soar.

CARTOONIST AND ILLUSTRATOR

Need a versatile, past worker with 3-5 years professional experience.

Send a complete resume
in strictest confidence
to Box 666, Editor & Publisher.

PHOTOGRAPHY

LOOKING FOR talented, willing to work photographer to join 2 others on Gastonia Gazette. Apply Editor, Gastonia Gazette, Box 1538, Gastonia, N.C. 28052.

PRESSROOM

OFFSET WEB PRESSMAN to relocate to Florida; camera and stripping experience preferred. Must be reliable. Good salary, benefits and working conditions. Box 348, Editor & Publisher.

PRESSMAN for Goss Urbanite, Zone 2. Send resume to Box 89, Editor & Publisher.

PRODUCTION

PRODUCTION MANAGER for offset weekly newspaper group in Bergen County, N.J. Must be adept at mark-up, layout, paste-up, all procedures from copy to camera. Have Compugraphic, IBM, varityper equipment. Send resume to Box 630, Editor & Publisher.

HELP WANTED**PRODUCTION**

EXPERIENCED GENERAL MANAGER for offset newspaper and job printing plant on Long Island. Must know cold type equipment, have business acumen, be able to schedule work flow. Box 651, Editor & Publisher.

COMPOSING ROOM FOREMAN Large West Coast daily and Sunday newspaper is looking for a top flight foreman with proven leadership ability. Must be knowledgeable in a computerized cold type operation and fully understand operation of an ITU composing room. A challenging opportunity with good salary and fringe benefits. Replies should include full details as to education, experience, earnings, etc. Box 633, Editor & Publisher.

An Equal Opportunity Employer

WANTED: Experienced Goss pressman. Write giving resume and showing salary and years of experience. The Fayette Tribune, Box 139, Oak Hill, West Virginia 25901.

SALES REPRESENTATIVES

Sales Representatives EASTERN U.S.

Our advanced phototypesetting systems have been so widely accepted by the graphic arts industry that sales have nearly tripled in the last three years. Today, we're number one in the field . . . and we've just begun to grow.

This remarkable and consistent growth in sales has created the need for experienced sales representatives—persons with successful sales performance, preferably in the graphic arts industry. Or, individuals with a good knowledge of composing room equipment and a strong sales aptitude.

If you're qualified, we have the kind of opportunity you've been looking for: and it's one that includes an attractive starting salary plus commission, company car, expense account, and an exceptional benefits package.

Call or send resume in confidence to:
Mr. Harold A. Maynard,
Atlantic Regional Manager
1901 North Moore Street, Suite 506

Rosslyn, Virginia 22209 (703) 525-1678.

HELP WANTED**PRODUCTION**

PHOTOCOMPOSITION SUPERVISOR Assume charge of computerized composing department in Rhode Island. Markup capability, co-ordinate paste-up and scheduling. Ideal opportunity for competent individual. (401) 724-0200.

PROMOTION**PUBLICATION**

ADVERTISING & CIRCULATION PROMOTION COPYWRITER

Leading publisher of business publications seeks creative, responsible self starter. You'll be working with real pros involved in all phases of promotion for 3 magazines—each the tops in its field. Newly created job. Salary open. Send resume with salary requirements to:

BOX 717, EDITOR & PUBLISHER

SALES REPRESENTATIVES

compugraphic
CORPORATION

Listed American Stock Exchange
An equal opportunity employer.

Positions Wanted...

ADMINISTRATIVE

MAN EXPERIENCED in all phases of 20M newspaper. Desire administrative or ad director position. Box 690, Editor & Publisher.

GENERAL MANAGER/AD DIRECTOR. 14 years all phases of newspaper operations. Young. Presently with group. Box 697, Editor & Publisher.

FRANK W. PIERSON SEEKS AN OPENING IN NEWSPAPER MANAGEMENT

Some among you know my qualifications from 400 papers having used my work. Like continue the promotion service as subsidiary operation. Anywhere depending on quality of opportunity. In case of choice smaller property, can possibly invest \$20M plus more later towards partnership or longer range takeover. 3304 Scadlock Lane, Sherman Oaks, Calif. 91403. (213) 981-6387.

GENERAL MANAGER, experienced all phases, on weeklies and dailies, growth and profit oriented, mid-30's, proven record, available now. Box 710, Editor & Publisher.

CIRCULATION

DO YOU WANT an aggressive, growth and profit oriented Circulation Director mid-30's, with a proven record, available now. Box 716, Editor & Publisher.

DISPLAY ADVERTISING

AD MANAGER/SALESMAN — Ambitious, promotion minded, thorough, experienced all phases advertising. Early 60's, not interested in retirement. Box 411, Editor & Publisher.

HAVE EXPERIENCE with large and small shopping center promotions, reaction for paper and retail merchants. competitive experience. Box 723, Editor & Publisher.

EDITORIAL

HAVE NO EXPERIENCE reporting but have done some writing and investigative research at major news broadcast operation. Want to write news in New York, Connecticut, New Jersey, BA, English. Box 67, Editor & Publisher.

EXPERIENCED NEWSMAN, 40' seeks small daily interested in all around with solid reporting, editing background. Box 732, Editor & Publisher.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

EDITORIAL

CREATIVE JOURNALIST, 28, with 7 years experience including general assignment and business seeks reporting or editing job. Box 659, Editor & Publisher.

WARD WINNING reporter, 2 years daily experience, seeks challenging position. Top national references, solid tips, fellowship winner. Resume on request. Any Zone. Box 573, Editor & Publisher.

TALENTED, YOUNG reporter took year off to return to college for degree. Now eager to get back to work. 3 years experience on metro dailies covering almost everything. Married, some experience with camera and real work horse. Box 626, Editor & Publisher.

SEASONED PRO wants to trade smog and earthquakes for clean air and 4 seasons. Solid, varied 15 years experience. Looking for permanent spot as editor, reporter, family man. Top references. Box 658, Editor & Publisher.

EXPERIENCED COPY EDITOR available immediately. 4 years of general assignment and government beats reporting for Midwest dailies; 5 years super-sharp copy editor (not just a copy reader) for California daily. Circulation 100,000. Experience includes handling 4 wire services, layouts, editing a weekly entertainment section and occasional film reviews. Excellent references. Prefer California daily. Gordon Young, P.O. Box 863, Fresno, Calif., 93721. (209) 229-1052.

MAJOR LEAGUE HOCKEY WRITER helps you outdistance the competition. Experienced deskman to boot. Box 7, Editor & Publisher.

NEW JERSEY, 6 years in the central area covering it all. Also have 2½ years of pro hockey experience. Seek position covering hockey in season and other pro sport during the summer months. Will relocate. Box 577, Editor & Publisher.

LOOKING FOR AN EDITOR?

—With broad, useful experience in dailies, newsmagazine, suburban (ain).

—Ability to work with people effectively.

—Knowledge how to produce a newspaper of excellence and a product at readers value.

...then let me tell you more. Privately interested in Managing Editorship of medium daily or news-management slot on larger paper. Preferences 3,4,5,6,8. Box 673, Editor and Publisher.

COPY EDITOR, 51. News or sports. New weekly news editor. Seek return daily. Know makeup. Have been daily editor. Over 25 years experience. J Northwestern. Minimum salary \$0. Box 663, Editor & Publisher.

Y '73 GRADUATE, single, female, seeks copy editing job. Will receive in English May 26. 3.56 average 4.0 scale. Writing and editing experience at Joliet, Ill. Herald-News. Worked 2 years on college newspaper, on yearbook. Belong to English or society, Lambda Iota Tau. Learn quickly. Prefer job in Zone 5 will go elsewhere. Box 638, Editor & Publisher.

GRAPHICS my passion. Looking for where typography and makeup important. Currently working in ton. Would like job here where I'd help trim production time. Come knowledge of offset and letterpress. Also experienced reporter, copy or and supervisor. Box 637, Editor & Publisher.

EDITOR & PUBLISHER for April 21, 1973

EDITORIAL

DISSATISFIED with AP rewrite, seek Zone 7 legwork position on daily, large weekly or Public Relations. J-Degree. Honors. Strong on features, in-depth, investigative. Aggressive, energetic and young. Box 661, Editor & Publisher.

AMBITIOUS COPY EDITOR seeks to move ahead. Desire state or city editorship or desk supervisory post on medium-size afternoon daily. I'm 36 with 12 years experience as editor and reporter covering all major beats. Located in Midwest. Write Box 672, Editor & Publisher.

FILM CRITIC: No cliches; no abstractions. The best you've ever read. Box 624, Editor & Publisher.

REPORTER—Feature writer with wire service wants to tackle NYC or California as youth news writer-editor. '72 J-Grad. 22. Box 574, Editor & Publisher.

SUMMER JOB as reporter or editor. J-teacher, 44. Strong met experience. Box 683, Editor & Publisher.

ZONES 6,7,8 or 9 preferred by newsman, 30, married, J-degree, experienced (8 years) reporter and editor, seeking new job. Box 657, Editor & Publisher.

THIS JOB'S A DEAD END! Sports reporter experienced in all phases of operation seeks spot on larger staff or small daily sports editorship. Box 613, Editor & Publisher.

SPORTS WRITER, 24, 3 years on 30,000 Southwestern Ohio daily, seeks step up. Broad experience, looking in Zones 4,5,6,9. Box 628, Editor & Publisher.

ENERGETIC, ENTHUSIASTIC '73 grad anxious to report in any Zone. BA in American Studies. Experience as college editor and in commercial broadcasting. Available June 1. Resume, references. Box 685, Editor & Publisher.

WIRE EDITOR, 31, seeks desk job, 6 years experience. Resume upon request. Write to Robert Thuman, 2721 N. 4, St. Joseph, Mo. 64505.

BJ GRADUATE with daily experience, seeking news spot. Contact Jim Fienup, 535 University, Norman, Okla. 73069.

"REEL WORLD" REPORTER, experienced in film-theatre criticism, active in national press junkets, an in-depth personality interviewer and media-oriented book-periodical reviewer desires position with daily in Zone 2. Resume featuring nationally recognizable references supplied upon request. Box 712, Editor & Publisher.

TIRED OF RUT, 10 years professional experience. Currently employed as writer-columnist with daily of 175,000 circulation. Have BA in journalism and speech, and MA in communication theory. Experience includes makeup and editing as well as daily writing. In charge of hiring and training part-time employees. Box 713, Editor & Publisher.

JUNE STANFORD BA seeks first reporting job. Economics major with basic journalism courses. Summer newspaper experience. High grades, news editor of college weekly. Business news or general assignment in any Zone, any size. Box 715, Editor & Publisher.

HOME ECONOMICS—Journalism grad seeks work with non-profit organization or as assistant to family editor. Knowledge of Spanish, Latin America. Box 622, Editor & Publisher.

EDITORIAL

AM EDITOR, 35; 15 years reporting, city desk, wire, news director, seeks return to PM. Wife newspaper woman. Box 677, Editor & Publisher.

REPORTER, 25, seeks full-time minority specialist/poverty beat job, 3 years work: courts, general assignment, city hall, statehouse on metro daily. MA, Wisconsin, Journalism and Afro-American Studies. Extensive background in Black and Indian affairs. Hard worker; national awards. Can send clips, resume. Box 649, Editor & Publisher.

HONORS J-GRAD, 27, Michigan State, seeks Zone 5 reporting spot. Any beat. Box 676, Editor & Publisher.

TEMPORARY

Editor-publisher of seasonal paper available by week or month through September. Able to handle any newsroom job. Metro background. Box 691, Editor & Publisher.

CITY EDITOR with full range of reporting, wire desk, etc. experience. In dead end spot on 30M daily. Want Zone 6 Managing Editor spot or equivalent. Competent, non-drinker, 40, family. Box 692, Editor & Publisher.

REPORTER with 3 years experience seeks position in Zone 2. Have experience on weekly and daily papers covering all phases of municipal government, feature writing, reviews, in-depth stories. Also in production and editing. Good references. J. A. Lewis, 310K Queensdale Dr., York, Pa. 17405.

RECENTLY GRADUATED ambitious man seeks sports position on rapidly expanding staff. Prefer Zones 3, 4, 5 or 6. Experienced and hard working. Box 699, Editor & Publisher.

FREELANCE

ENGLAND, GERMANY, Switzerland, Austria—Traveling for 6 months beginning June. Experienced news, features, photo. Available for freelance assignments. Box 647, Editor & Publisher.

4 YEARS EXPERIENCE on New York City daily. Specialization in turning dull prose into interesting prose; available for travel and feature writing. Box 702, Editor & Publisher.

CENTRAL AND WEST FLORIDA Stringer Advertising-Retail, National and Financial-Copy, Visuals, Storyboards-Heavy Print and Broadcast Media. Box 693, Editor & Publisher.

EDITORIAL

GREAT WRITER—FINE PHOTOGRAPHER. Have reported for all media. Also advertising and public relations. Specialties in travel, sports and technical fields. For proof write Box 701, Editor & Publisher.

PHOTOGRAPHY

PHOTOJOURNALIST—Air Force veteran, single, 29, seeks position on a daily newspaper. Experience with small daily, large weekly, and as college editor-in-chief, plus some writing, will graduate in June with an Associate Degree in Applied Science in Photography from Milwaukee Area Technical College. Tom Michele, 823 W. State St., #100, Milwaukee, Wisc. 53233.

NO PHOTO OPENINGS? I'D BE WORTH MAKING ONE! BOX 665, EDITOR & PUBLISHER.

PHOTOGRAPHER seeks position on magazine or newspaper that cares about photography. Worked 4 years for daily paper handling feature and news assignments. Experience in color separation. Winner of several awards. Prefer areas 5,2,1. Resume on request. Box 719, Editor & Publisher.

PRODUCTION

PRODUCTION MANAGER wishes to relocate in Maine or New Hampshire. Experienced letterpress/cold type — markup/makeup/pasteup/camera. Resume. Box 714, Editor & Publisher.

25 YEARS OLD composing room superintendent of hot type weekly wishes to relocate in Zone 1 area. Experienced makeup man and linotype operator. Willing to learn offset. Box 726, Editor & Publisher.

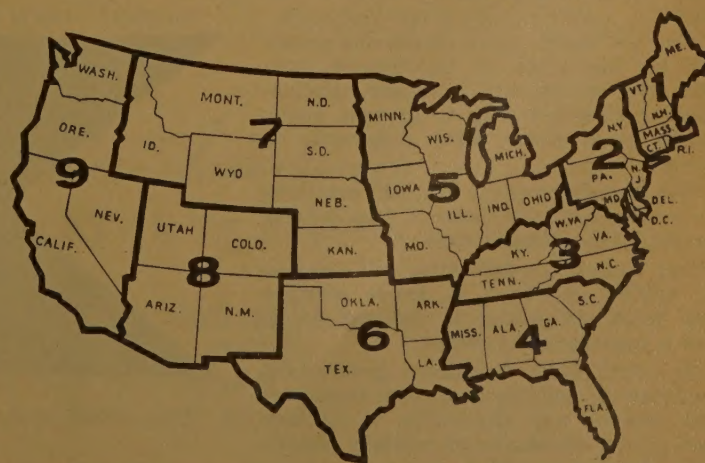
YOUNG, HARDWORKING, no nonsense type, printer seeks management position with daily newspaper. Know hot metal top to bottom, some cold type. Well versed ITU law. Available immediately. Box 722, Editor & Publisher.

PUBLIC RELATIONS

PUBLIC RELATIONS position sought by young J-grad. 1 year experience in Public Relations oriented position as traveling consultant for international fraternity. Also radio news writer and edited college publications, especially sports. Box 721, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty By Robert U. Brown

Analyzing S. 1400

Considerable space is given in this issue to Sen. Edmund Muskie's comments on the dangers built into S. 1400, the administration's bill titled "Criminal Code Reform Act of 1973."

E&P has done so because he is the only one on The Hill who seems to have read the Act, analyzed it, and commented on it. We have read it and concur with his conclusions.

Most of the 336-page document, Chapters 12 through 24, deal with offenses involving foreign relations and immigration, government operations, internal revenue, civil rights, elections, the public order, safety, health and welfare, offenses against the person, and property, etc., and are outside of our range of immediate interest.

But Sections 1122 through 1126, Chapter 11 "Offenses involving national security," seem to do what Sen. Muskie claims: "Create a felony for the unauthorized disclosure of a broad category of information, and the publication of such information; it makes it a felony for a reporter to retain that information or for co-employees of the unauthorized source to fail to report the unauthorized disclosure. And it utilizes the present state of the law of compulsory disclosure of newsmen's confidential sources to ensure that the government could obtain the identity of the sources of information or incarcerate the reporters involved."

"The Justice Department proposal goes far beyond any laws we have had, even the emergency requirements of World War I and II. No law now gives the government such power to prosecute newsmen not only for revealing what they determine the public should know but just for possessing information the government says they should not have."

"Under this proposal, a reporter who catches the government in a lie, who uncovers fraud, who unearth examples of monumental waste could go to jail—even if he could show, beyond question, that the government had no right to keep the information secret and that its release could not possibly harm national defense."

"The act would create staggering penalties for disclosure of information even when the information is totally misclassified or classified only to prevent public knowledge of waste, error, dishonesty or corruption."

"We already have the criminal sanctions we need against disclosure of true defense secrets," Sen. Muskie says.

They include the following, and newspaper editors will have to decide whether they think elaboration is proposed in S. 1400 is necessary or justified:

18 U.S.C. §952, forbidding government employees to publish or give to unauthorized persons any diplomatic or military code or any diplomatic or military material that has been encoded.

18 U.S.C. §954, forbidding any person from knowingly making untrue statements under oath which that person has reason to believe will influence a foreign government and thereby injure the United States.

18 U.S.C. §793, forbidding persons from stealing documents, from making copies of documents or photographs of military installations, equipment, or of photographs, blueprints, plans, maps, or models of such military installations or material, and forbidding anyone from communicating information relating to the national

defense "which information the possessor has reason to believe could be to the injury of the United States or the advantage of the foreign nation" and communicates such information to any person not entitled to receive it.

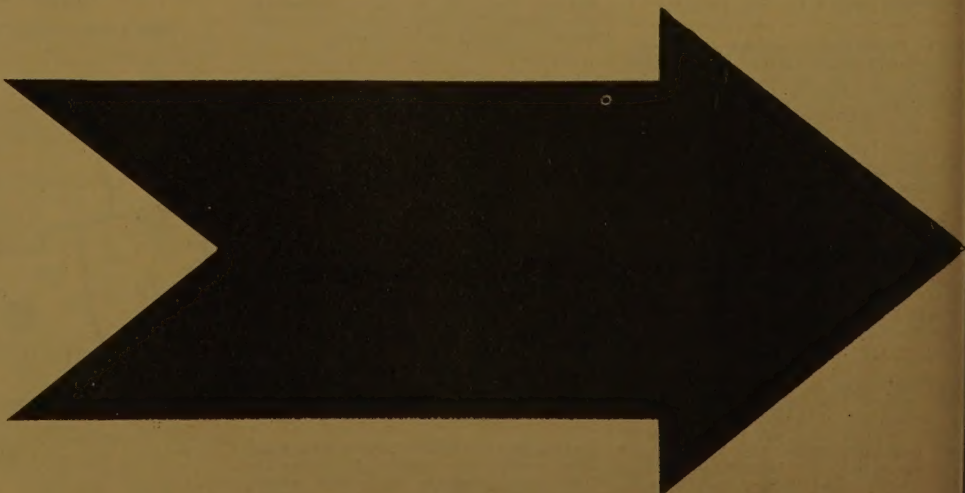
18 U.S.C. §794, forbidding people to gather or deliver defense information with the intent or reason to believe that is to be used to the injury of the United States or the advantage of a foreign government.

18 U.S.C. §798, forbidding persons from knowingly and willfully communicating or making available to an unauthorized person any classified information which is related to codes or cryptographic systems, their design, construction, use, maintenance, etc. that may be used "in any manner prejudicial to the safety or interest of the United States or for the benefit of any foreign government to the detriment of the United States."

Past Week's Range of Stock Prices

NEWSPAPERS							
American Financial Corp. (OTC)	4/11	4/18	14 1/8	Domtar (AMEX)	20 1/8	20	104 5/8
Booth Newspapers (OTC)	22	21 3/4	13 3/8	Dow Chemical (NYSE)	105 5/8	104 5/8	104 5/8
Capital Cities Bdcstg. (NYSE)	49	50 3/4	21 3/4	Dymo (NYSE)	17 1/2	18 1/8	18 1/8
Com Corp. (OTC)	5	4 3/4	9 1/2	ECRM (OTC)	9 1/2	9 1/4	9 1/4
Cowles Comm (NYSE)	7 1/8	7 1/8	142 5/8	Eastman Kodak (NYSE)	142 5/8	138 5/8	138 5/8
Dow Jones (OTC)	33 1/2	33 1/4	13 3/8	Ehrenreich Photo (AMEX)	13 3/8	13 3/8	13 3/8
Downe Comm (OTC)	3 3/8	3 3/8	32	Eltra (NYSE)	32	31 1/8	31 1/8
Gannett (NYSE)	40	40	64 1/8	General Electric (NYSE)	64 1/8	63 1/8	63 1/8
Harte Hanks (NYSE)	18 5/8	16 3/8	31 1/2	Georgia Pacific (NYSE)	31 1/2	31 1/2	31 1/2
Jefferson-Pilot (NYSE)	67	64 3/4	23 1/2	Grace, W. R. (NYSE)	23 1/2	24 1/8	24 1/8
Knight (NYSE)	49	50 3/4	22	Great Lakes Paper (CE)	22	23	23
Lee Enterprises (AMEX)	17 1/8	16 3/4	44 3/4	Great No. Nekoosa (NYSE)	44 3/4	44 3/4	44 3/4
Media General (AMEX)	40 1/2	41 1/4	34 1/4	Harris Intertype (NYSE)	34 1/4	31 1/8	31 1/8
Multimedia (OTC)	23	23 1/2	8 7/8	Inmont (NYSE)	8 7/8	9 5/8	9 5/8
New York Times (AMEX)	14 3/4	14 1/4	38	International Paper (NYSE)	38	38	38
Panax (OTC)	6 1/2	6 3/8	34	Itek Corp. (NYSE)	34	26	26
Post Corp. (WISC.) (OTC)	13 3/4	12 1/4	4 3/8	LogElectronics (OTC)	4 3/8	4 7/8	4 7/8
Quebecor (AMEX)	19	17	31 3/8	MacMillan, Bloedel (CE)	31 3/8	30 1/4	30 1/4
Ridder Publications (NYSE)	22	22	20	Milgo Electronics (AMEX)	20	20 3/4	20 3/4
Southam Press (CE)	31 1/2	32 1/2	11 1/8	Millmaster Onyx (AMEX)	11 1/8	10 7/8	10 7/8
Speidel (OTC)	14 1/2	14 1/2	84 3/4	Minnesota Min. & Mfg. (NYSE)	84 3/4	83	83
Thomson Newspapers (CE)	13 3/8	14 1/4	—	*Photon (OTC)	—	—	—
Time Inc. (NYSE)	40 1/8	39 3/4	13 3/8	Richardson (NYSE)	13 3/8	13 3/8	13 3/8
Times Mirror (NYSE)	18 3/4	17 1/4	27 1/2	Rockwell Intl. (NYSE)	27 1/2	24 3/4	24 3/4
Toronto Star (CE)	25 3/4	23 3/4	54 1/8	Singer (NYSE)	54 1/8	49 7/8	49 7/8
Washington Post (AMEX)	24 3/8	—	14 1/8	Southland Paper (OTC)	14 1/8	15 3/8	15 3/8
SUPPLIERS				Southwest Forest Ind. (NYSE)	10 1/4	9 1/2	9 1/2
Abitibi (CE)	10 7/8	11 3/8	22 1/2	Sun Chemical (NYSE)	22 1/2	21 1/2	21 1/2
Addressograph Multi. (NYSE)	20 1/4	19 3/8	15 5/8	Wheelabrator-Frye (NYSE)	15 5/8	15	15
Alden Electronics (OTC)	1	1	15 1/2	White Consolidated (NYSE)	15 1/2	14 1/2	14 1/2
Altair (OTC)	4 1/2	4 3/8	15 1/2	Wood Industries (AMEX)	15 1/2	15 1/2	15 1/2
Anglo-Canadian (CE)	7	—	ADVERTISING AGENCIES				
Ball Corp. (OTC)	16 1/2	17 3/8	Doremus (OTC)	7	6 1/2	6 1/2	6 1/2
B. C. Forest (CE)	37 3/4	36 1/2	Doyle, Dane, Bernbach (OTC)	15 1/4	15 1/4	15 1/4	15 1/4
Berkey Photo (NYSE)	14	13 3/8	Footo, Cone, Belding (NYSE)	9 3/4	9 3/4	9 3/4	9 3/4
Boise Cascade (NYSE)	10 1/4	10 1/8	Frank, Clinton E. (OTC)	9	9	9	9
Compugraphic (AMEX)	23 1/4	25 1/8	Grey Advertising (OTC)	13 1/4	13	13	13
Compuscan (OTC)	6 3/4	6 5/8	Interpublic Group (NYSE)	19	19 3/4	19 3/4	19 3/4
Crown Zellerbach (NYSE)	25	27 1/4	Needham, Harper & Steers (OTC)	18	17	17	17
Cutler-Hammer (NYSE)	34 1/8	35	Ogilvy, Mather (OTC)	24 3/4	25	25	25
Danco (NYSE)	17 1/8	16 5/8	PKL Co. (OTC)	11 1/2	13 1/2	13 1/2	13 1/2
Digital Equipment (NYSE)	85 1/4	81 1/2	J. W. Thompson (NYSE)	16	15	15	15
				Tracy-Locke (OTC)	5	5	5
				Wells Rich Greene (NYSE)	13	12 7/8	12 7/8

*Trading suspended 3/26-4/24.



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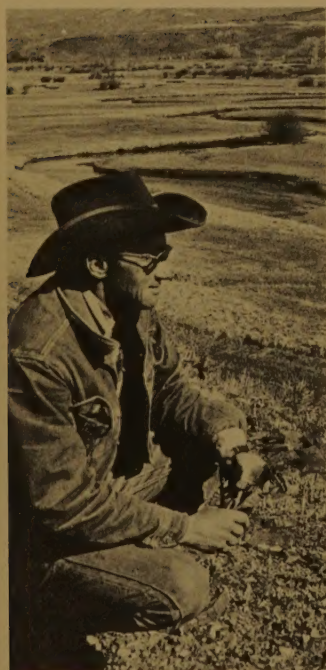
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